NOVEMBER 17, 1952

35c PER COPY

BROADCASTING
TELECAS

University of Tulsa
Library
Tulsa 4 Okla
N1143
D 10D
Sep53 FSA

IN THIS ISSUE:

ABC-UPT Merger Approval Proposed
Page 23

NCAA Plan Rouses New Critics
Page 25

Network's Gross For September
Page 28

Portland's Uhf Test Report
Page 29

TELECASTING
Begins on Page 65

22ND
year

THE NEWSWEEKLY
OF RADIO AND TV

4m

UNIVERSITY
OF TULSA
NOV 18 1952
LIBRARY
TECHNICAL ROOM

how a top agency sells New York... on TV

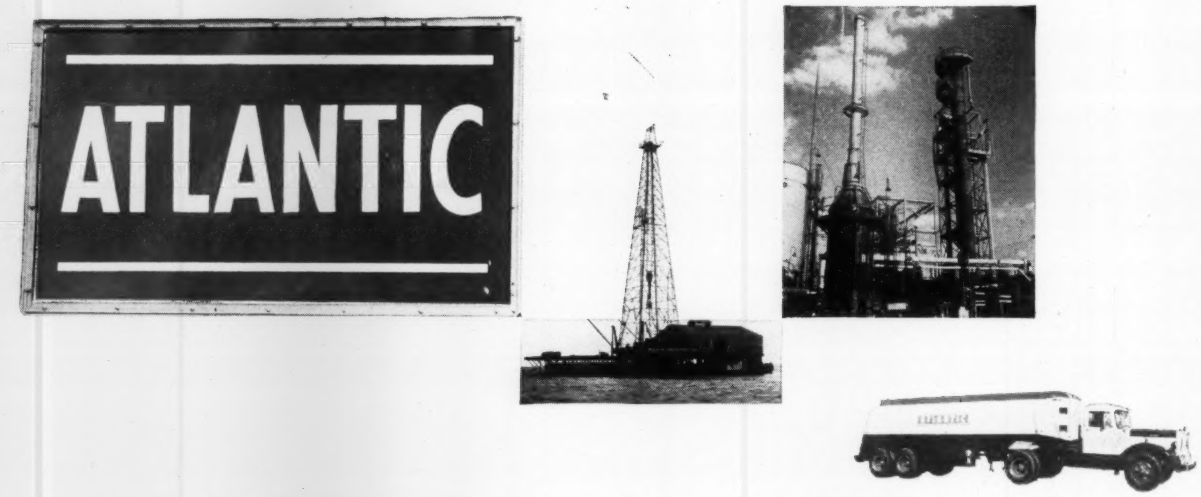
The William Esty Company is using "Broadway TV Theatre"—seen on WOR-TV, Channel 9, every Monday through Friday, from 7:30 to 9:00 p.m.—to advertise Cavalier Cigarettes in the New York market.

They've been advertising on this program since it went on the air. They've renewed twice.

During this time, their sales messages have been seen and heard by an average of nearly two million people a week . . . over 50 million impressions since April.

People Who Sell Select **WOR-TV** *channel* **9** *for New York*

XUM



ATLANTIC REFINING CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

"Atlantic keeps your car on the go"—slogan for Atlantic Hi-Arc gasoline and Atlantic Aviation motor oil—expresses the happy *result* of the Atlantic Refining Company's "complete job" from oil wells to service stations.

Havens & Martin Inc. provide Virginians with another kind of "service stations"—complete entertainment and public service via WMBG—WCOD—WTVR. They comprise the first complete broadcasting institution of the South. Today advertisers are as enthusiastic as audiences—and vice-versa—about Havens & Martin Stations. That's your cue, Mr. Timebuyer.

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

RENIE RIANO

Star in the Home

on Channel 6 **WTVN** TV
COLUMBUS OHIO

MONDAY thru FRIDAY 2:00-2:30 PM...

TERRIFIC...

Yes, Sir! She's terrific! Comedy galore that will keep you in stitches. Can she sell? Yeah, Man!

So write today for full particulars about this former star of "Maggie and Jiggs" who is not only an exceptional TV star and comedian, but a master of the culinary art. We have other top participating shows on WTVN-TV, too, so get the full details when you write.

RADIO

always **TOPS** in
LOCAL PROGRAMMING
ABC · CBS · DUMONT

NEWSPAPER

T.V.

Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

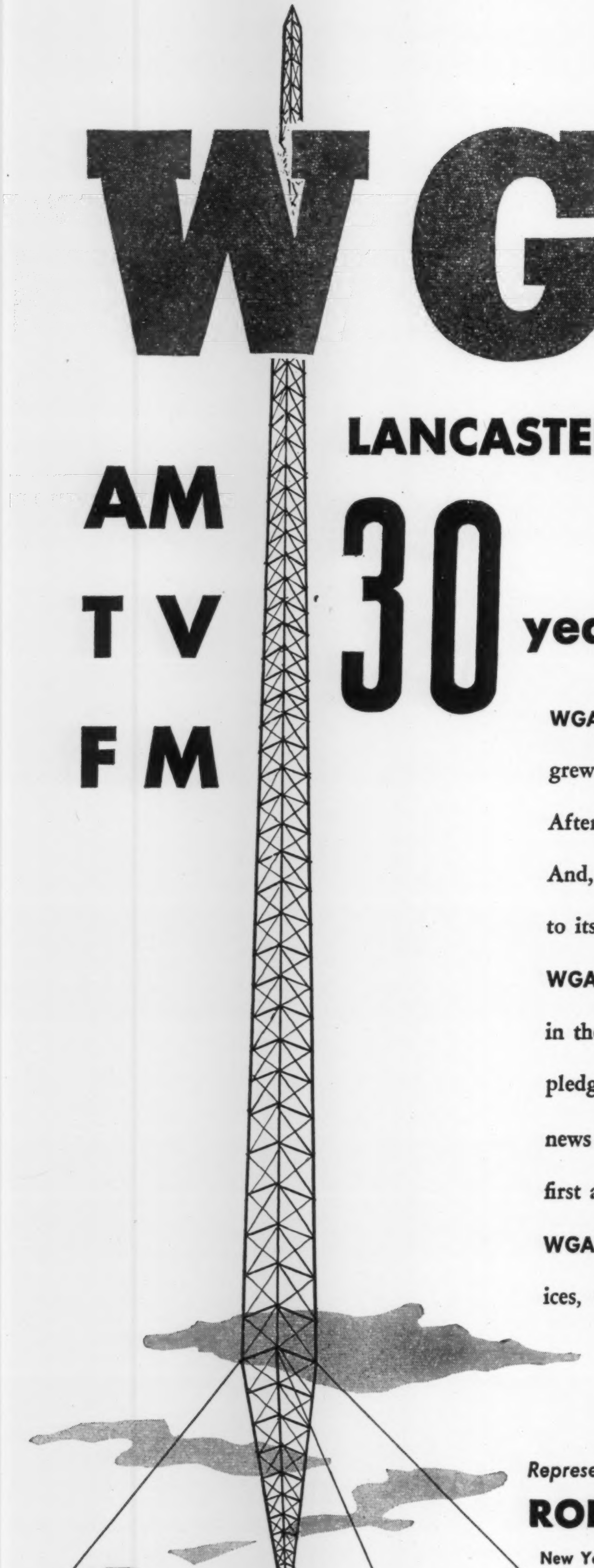
National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co. *WHOO—Orlando, Fla.—Avery-Knodel, Inc.* *ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.*
WTVN-TV—Columbus, O.—Headley-Reed Co. *WIKK—Erie, Pa.—H-R Co.* *WTOD—Toledo, O.—Headley-Reed Co.*
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL

LANCASTER, PENNSYLVANIA



AM
TV
FM

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by
ROBERT MEEKER, Associates
New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

LONG-DRAWN negotiations for new formula governing network compensation of NBC-TV affiliates, initiated by affiliates in quest of arrangement more favorable to them, may be near end. Committee of affiliates conferred with NBC officials again last week in unannounced session (which reportedly ended in secrecy pledge) that is understood to have produced tentative agreement on new plan for submission to all affiliates for approval.

INGREDIENTS of first class explosion on Voice of America technical operations contained in highly classified report proposing closing down of some transmitters and expansion of others. Booz, Allen, Hamilton reportedly in picture, along with consulting engineering firms which made study of gigantic multimillion dollar operation which has been burning issue at almost every session of Congress since last war. Closure of more than dozen stations, privately owned, reportedly recommended along with activation of new "megawatt" stations.

THOSE in know don't expect any major Voice action before change of Administration. President-elect known to be familiar with problems. First issue will be location of Voice in federal setup—status quo in State Dept. or independent agency. Gen. Eisenhower likely to consult such in-know personages as Gen. Lucius Clay, Ben Hibbs, Satevepost editor, and Philip Reed, GE chairman.

LAST WEEK, FCC was still pondering its initial decision on merger of AM applicants for single TV facility in same market—as exemplified in pending case in Macon, Ga. (WBML and WNEX). FCC already has said it will treat each case on own merits rather than on industry-wide basis. Despite lengthy discussion spread over several months, odds are 2-1 in favor of approval of Macon case which will flush literally scores of marriage applications being held until FCC speaks.

SALE OF KROY Sacramento by Harmco Inc. (Mrs. Hattie Harm and Clyde Coombs) to new group headed by C. L. McCarthy, former general manager of KQW and now general manager of KGO, believed near final stages last Friday. Mrs. Harm also owns KARM Fresno. Gross price understood in neighborhood of $425,000, including substantial quick assets. Transaction, subject to customary FCC approval handled by Blackburn-Hamilton.

GREYHOUND Bus Lines, which has never made major use of broadcast media, reportedly all set to plunge into TV as sponsor of one-fifth of Ford Foundation TV-radio workshop's 90-minute *Omnibus* extravaganza on CBS-TV (Sun., 4:30-6 p.m. EST), starting late this year. Greyhound will be second *Omnibus* sponsor, joining Willys-Overland. Agency is Beaumont & Hohman, Chicago.

CANDIDACY of Walter Johnson, Commonwealth's Attorney of Northumberland Co., Va., and former FCC lawyer, for Republican vacancy on FCC or for general counselship is

(Continued on page 6)

MUTUAL'S BILLINGS UP 31.5% OVER SAME PERIOD IN 1951

MUTUAL'S GROSS billings in October ran 31.5% higher (partly due to political broadcasts) than in October 1951 and total for first 10 months this year is up 15.2% compared to same period last year, Executive Vice President William H. Fineshriber Jr. told regional meeting of affiliates in New York Friday (early story, page 27). October 1952 total was placed at $2,304,799 against $1,759,467 for October 1951; January-October 1952 figure was $16,838,917 compared to $14,620,653 for January-October 1951.

President and Board Chairman Thomas F. O'Neil, reiterating faith in MBS future, emphasized advantages of Mutual's grass-roots type of network, serving large number (now 560) affiliates which, he said, depend upon MBS to provide solid foundation of programs around which they can build strong regional and local programming. Friday session, winding up first of six scheduled two-day regional meetings of MBS executives and affiliates, was devoted to questioning of network officials by station management, with Victor C. Diehm, WAZL Hazleton, Pa., who is chairman of Mutual Affiliates Advisory Committee's District 1, relaying queries prepared by group.

VOLUME BONUS PLAN

VOLUME sales plan in which "any advertiser who spends $500 or more per week for four successive weeks for announcements or participations on the station will receive announcements and participations with the value of $1,000 or more per week" is being announced today (Mon.) by WPIX (TV) New York. Packages include participations in "a majority" of WPIX programs and minute and 20-second "A", "B", and "C" station break availabilities. Advertisers taking advantage of offer, which is effective immediately, get rate protection for at least 26 weeks.

FELLOWS SEES RADIO GAINS

LONG-TIME upward trend in broadcasting revenues will set new record, judging by present indications, NARTB President Harold E. Fellows said Friday in panel discussion at Boston U., celebrating fifth anniversary of School of Public Relations & Communications. Mr. Fellows is member of Boston U. Board of Visitors.

BUSINESS BRIEFLY

SPOTS FOR BUICK ● Buick Div., General Motors, preparing radio spot announcement campaign to start in January. Agency: Kudner, N. Y.

FLORIDA CITRUS EXPANDS ● Florida Citrus Commission, through J. Walter Thompson Co., N. Y., considering number of additional northern markets for its quarter-hour radio program three times weekly for 26 weeks, starting latter part of November.

CHICLE REALIGNING ● American Chicle Co. (Clorets) cancelling its radio spot campaign on more than 200 stations effective Nov. 26 due to budget reallocations. New plans for 1953 are being considered, however, and spot radio will most likely be included, starting early in year. Agency is Dancer-Fitzgerald-Sample, N. Y.

RENEWALS ON NBC-TV ● NBC-TV announced three advertiser renewals Friday: Procter & Gamble Co., *Fireside Theatre* (Tues. 9-9:30 p.m. EST) for 52 weeks, effective Jan. 6, through Compton Adv.; Revere Copper and Brass, *Meet The Press* (Sun., 6-6:30 p.m. EST) for 13 weeks, effective Jan. 4, through St. Georges & Keyes, and P. Lorillard Co. (Embassy cigarettes), *Club Embassy* (Tues., 10:30-10:45 p.m. EST) for 13 weeks, effective Dec. 30, through Lennen & Newell.

BROWN PETITION

GORDON BROWN, owner WSAY Rochester, N. Y., and long-time opponent of network program controls, petitioned FCC Friday to reinstate original provisions of revised rebroadcast rule which would have required stations refusing rebroadcasts of their network shows to report reason to FCC. Reporting clause was withdrawn in newest version of rule [B•T, Nov. 3].

IKE ON ABC-TV

ABC-TV announced Friday it will telecast Gen. Dwight D. Eisenhower's arrival in Washington tomorrow (Tuesday) from 1:15-2 p.m. EST with Martin Agronsky, Bryson Rash, Gunnar Back and John Edwards as commentators.

Frey, Scott Posts at NBC Announced

FURTHER STEP in NBC's reintegration of radio-TV operations to be taken shortly with unification of sales departments, under John Herbert, vice president in charge of radio and TV sales. Following up on Mr. Herbert's appointment to combined radio-TV sales post several months ago, George Frey, former vice president and director of TV network sales, is being named vice president and sales director for both radio and TV, and Walter Scott, formerly national sales manager for AM, is to be administrative sales manager for Radio-TV. Messrs. Frey and Scott report to Mr. Herbert.

Department will maintain staff division for merchandising, which will continue to be headed by Fred Dodge, and also sales development and services division, new unit to be headed by George MacGovern, formerly administrative assistant to Mr. Herbert.

Three new sales divisions to be set up, each handling both radio and TV: Eastern with John Lanigan, now in charge of TV sales for ABC, as manager; Central, managed by Ed Hitz, now manager of NBC's Eastern Sales Div. for TV, and Western, managed by John T. Williams, formerly NBC sales representative for TV in Western Div.

for more **AT DEADLINE** turn page ➧

XUM

at deadline

JOHNS HOPKINS TO DIAGNOSE TV PROGRAM REACTIONS

DIAGNOSIS of public reactions to TV programs in light of practical problems faced by television industry will be made Saturday by Johns Hopkins U., Baltimore, pioneer in TV educational programming. Lynn Poole, Johns Hopkins public relations director and m. c. of DuMont Network *Johns Hopkins Science Review*, will direct one-day probe into television's program.

Taking part in clinic will be network officials, educators and spokesmen for viewers. Representing networks will be Davidson Taylor, Charles C. Barry and Hugh Beville, for NBC; Charles Underhill, for ABC; Chris J. Witting and James L. Caddigan, for DuMont; William Wood, for CBS. Sessions will be held in Mergenthaler Hall on Johns Hopkins campus, Baltimore.

KFBB SALE

APPLICATION for sale of KFBB Great Falls, Mont., filed Friday at FCC. Purchaser is Joe Wilkins, general manager of KFBB for more than decade. He is paying $147,510 for 1,341 shares of stock owned for about five years by Fred Birch, contractor. Mr. Wilkins has been holder of 60 shares, with 2,800 shares comprising total outstanding stock. Station operates with 5 kw on 1310 kc.

STANDBY ARGUMENT

SUPREME COURT is scheduled to hear oral argument on whether standby orchestra is required in theatre at sessions either Nov. 20 or 21. Case involves Gamble Enterprises' Palace Theatre in Akron, Ohio, and local AFM union [B•T, Oct. 20]. At issue is interpretation of one of provisions of Taft-Hartley Law.

TV RENEWALS GRANTED

REGULAR renewal of TV station licenses granted Friday by FCC to KECA-TV Los Angeles; KFMB-TV San Diego; KGO-TV San Francisco; KHJ-TV Los Angeles; KNBH (TV) Los Angeles; KPIX (TV) San Francisco; KRON-TV San Francisco; WBTV (TV) Charlotte, N. C.; WENR-TV Chicago; WFMY-TV Greensboro, N. C.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WNBQ (TV) Chicago; KNXT (TV) Hollywood; KLAC-TV Los Angeles.

REHEARING DENIAL

PETITION for rehearing by KJAY Topeka, Kan., denied by FCC last week. Station sought reconsideration of FCC decision last September which denied KJAY application to boost power from 1 kw to 5 kw nighttime (on 1440 kc).

KSL-TV USING NEW SITE

REGULAR TV service scheduled to start last Saturday from new mountain transmitter site, KSL-TV Salt Lake City announced Friday. Site described as highest in nation.

In this Issue—

FCC examiner recommends approval of long-pending ABC-United Paramount merger and transfer of WBKB (TV) Chicago to CBS. Other findings: Paramount Pictures Corp. does not control Allen B. DuMont Labs. and is qualified to hold broadcast licenses. If the FCC follows suit, it will be the go signal for big expansion. *Page 23.*

CHANCES are the airtight TV football monopoly of the National Collegiate Athletic Assn. may blow up in 1953. *Page 25.*

SIX big advertisers are scheduling short-term, intensive radio spot schedules. *Page 26.*

HOW the third TV station in Atlanta got into the black: a primer for other stations going on the air against entrenched opposition. *Page 80.*

AN agency timebuyer says radio has survived the threat of TV and is due for a long future. *Page 64.*

POLITICAL campaigns worth $700,000 (figured at gross, one-time rates) went on radio and TV networks in September. *Page 28.*

HOW to rate ratings is discussed by Ward Dorrell, research and program consultant of John Blair & Co. *Page 27.*

NBC offers advertisers a chance to pretest TV commercials at cost. *Page 67.*

THOUGH no "investigation" in the usual sense of the word is intended, the new G.O.P.-controlled Congress will call in the FCC to report on its activities. *Page 38.*

MBS will drop 10 MGM Radio Attractions—a $2 million a year package—and substitute mystery shows. *Page 27.*

TV's most lavish program, *Omnibus*, a Ford Foundation product, is reviewed. *Page 30.*

FCC grants 10 commercial TV stations in week. Total post-thaw grants: 108. *Page 67.*

Upcoming

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: Florida Assn. of Broadcasters meeting, Daytona Beach, Fla.

Nov. 22: TV Program Diagnostic Clinic, Mergenthaler Hall, Johns Hopkins U., Baltimore.

Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville, Tenn.

Other Upcomings on page 38.

Closed Circuit

(Continued from page 5)

announced by Mr. Johnson. He reports he is "inviting consideration" for either post, pointing out that in addition to his FCC legal stewardship, he's been Commonwealth's Attorney since 1947, was Republican nominee for governor of Virginia in 1949 and was nominated by GOP for Congress in 1944 and 1946.

NON-PROFIT educational stations would soon be "more commercial than commercial stations" trying to pay off every debt of college "back to the Indians," FCC Comr. Frieda B. Hennock said in off-cuff talk to Washington AWRT. She replied to query on advisability of "partially-commercial" educational outlets (story page 42). Another Hennock observation: Educational TV stations won't compete with regular outlets, since "popularity isn't the purpose of these stations."

TALK OF Mrs. Oveta Culp Hobby as probable woman member of Eisenhower cabinet occasions little surprise. Owner of *Houston Post* stations (KPRC-AM-TV), she was original supporter of General Ike and also served with him as first Colonel-Commandant of WAC's. Her appointment to Cabinet was predicted by this journal during GOP convention [CLOSED CIRCUIT, July 14].

WITH Sen. Homer E. Capehart (R-Ind.) slated to head Senate Banking Committee in 83d Congress, prospects are that pressure will be applied for elimination of economic controls, including present restrictions on material allocations. Joint Senate-House Committee session, under Sen. Capehart's chairmanship, scheduled this week on this subject. Sen. Capehart authored amendment to price control legislation to provide advertising allowances and was prime mover behind relaxed credit restrictions.

MARTIN KANE, timebuyer, McCann-Erickson, N. Y., expected to move to Hewitt, Ogilvy, Benson & Mather, also N. Y., in similar capacity.

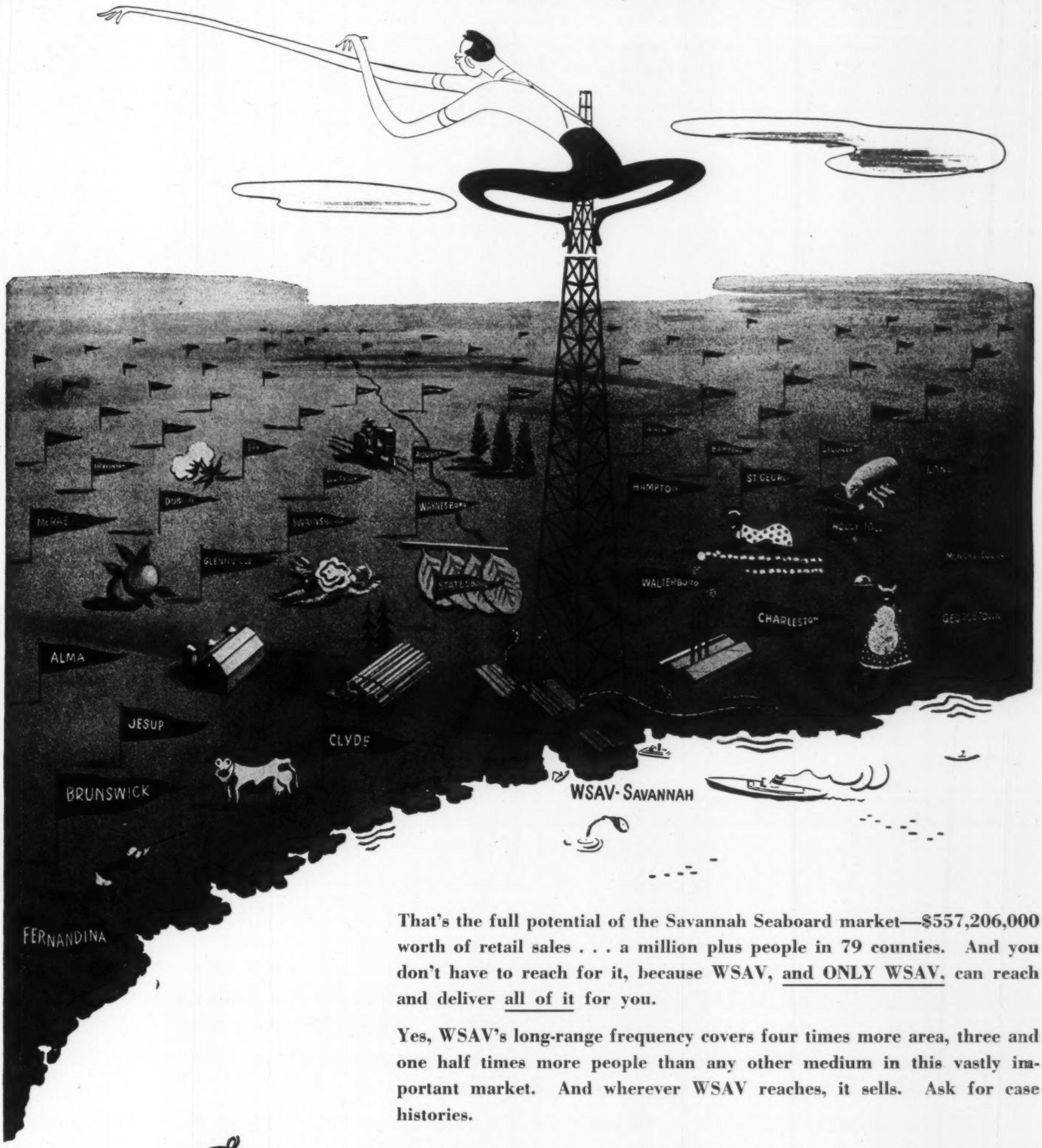
FINAL DETAILS of Conelrad project, looking toward use of broadcast communications facilities on master plan basis in event of enemy attack or emergency, reached final stage last week with approval by Secretary of Defense Lovett of overall project as drawn by coordinating committee representing Air Defense Command, Federal Civil Defense Administration and FCC, whose coordinator is Comr. George E. Sterling. Draft copy of rules to govern operation shortly will go to all participating stations for comment. Line interconnection alone involves nearly half-million and remaining phase has to do with type of programming in emergencies.

FINAL CONELRAD plan envisages system whereby broadcasts and telecasts can continue without providing homing beams for possible invading aircraft. System is rigged also to enable President of United States, for example, to talk to entire populace on moment's notice. Similarly, governors of various states or local authorities would be cut in to handle statewide or local situations.

IF, as is widely predicted, James Hagerty becomes press secretary to new President, radio-TV will have understanding friend in White House. As press secretary to Gov. Thomas E. Dewey, Mr. Hagerty had active hand in Mr. Dewey's effective use of radio-TV question-answer appearances in his own 1950 gubernatorial campaign.

for more AT DEADLINE see page 102

Would you reach for HALF a BILLION in Sales?


IRWINTON
McRAE
SWAINSBORO
AUGUSTA
WAYNESBORO
GLENNVILLE
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
AIKEN
BAMBERG
HAMPTON
ST GEORGE
LANE
HOLLY HILL
WALTERBORO
CHARLESTON
GEORGETOWN
WSAV-SAVANNAH

That's the full potential of the Savannah Seaboard market—$557,206,000 worth of retail sales . . . a million plus people in 79 counties. And you don't have to reach for it, because WSAV, and ONLY WSAV, can reach and deliver all of it for you.

Yes, WSAV's long-range frequency covers four times more area, three and one half times more people than any other medium in this vastly important market. And wherever WSAV reaches, it sells. Ask for case histories.

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

About Automobiles...and Dealers

WASHINGTON, D. C. — More than 34,000 new car dealer members of the National Automobile Dealers Association are being mobilized behind a program to stimulate state and local action leading to solution of the problems existing throughout the nation as a result of inadequate highway and parking capacity.

A release giving plans detail has just been made to all radio stations . . . here are a few startling highlights:

> There are more than 52 millions of vehicles on the highways today . . . an increase of 70% in seven years!
>
> 86% of vehicular travel is on 23% of the roads. $11 billion has been estimated as the cost of modernizing these highways.
>
> Roadways are wearing out. It has been estimated that 69% of intermediate-type highways in service January 1, 1952, will be worn out and need replacement within 10 years.
>
> Too many of the principal streets in every town are loaded beyond capacity.
>
> Losses growing out of traffic congestion and accidents have increased to the point where insurance alone can be the economic "straw to break the camel's back" in the family budget . . . making it increasingly difficult for the average wage earner to own his essential automobile which 57% of them use to get to and from work.
>
> U. S. Public Roads Commissioner Thomas H. MacDonald, the NADA brochure points out, has observed: "We pay for roads whether we have them or not; and we pay more if we don't have them than if we do."

Every state automobile dealer association has been urged by the national association to make its special highway program an immediate major activity and to develop, in the public interest, an immediate and specific plan of action leading to the local solution of these serious problems.

One of a series from the National Automobile Dealers Association —Any material contained herein may be reproduced without permission.

---

a brochure, "The Case for Increased Highway and Parking Capacity," containing full background information, is available, address:

DIRECTOR OF PUBLIC RELATIONS, NADA
1026 17TH ST., N.W., WASHINGTON 6, D. C.
REPUBLIC 6946

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Agency Beat 10
Aircasters 58
Allied Arts 60
Editorial 54
FCC Actions 94
FCC Roundup 99
Feature of Week 14
Film Report 90
Front Office 56
New Business 12
On All Accounts 10
Open Mike 16
Our Respects to 54
Programs, Promotion, Premiums 93
Telestatus 82
Strictly Business 14
Upcoming 38

TELECASTING Starts on page 65

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Joan Sheehan, Betty DeVol; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*
ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elwood M. Slee, Sheila Byrne, Ernest Kanelopoulos, Betty Jacobs, Walter Cotter.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355.* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

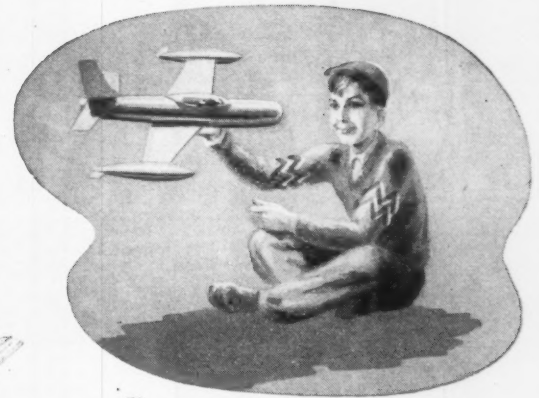
Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

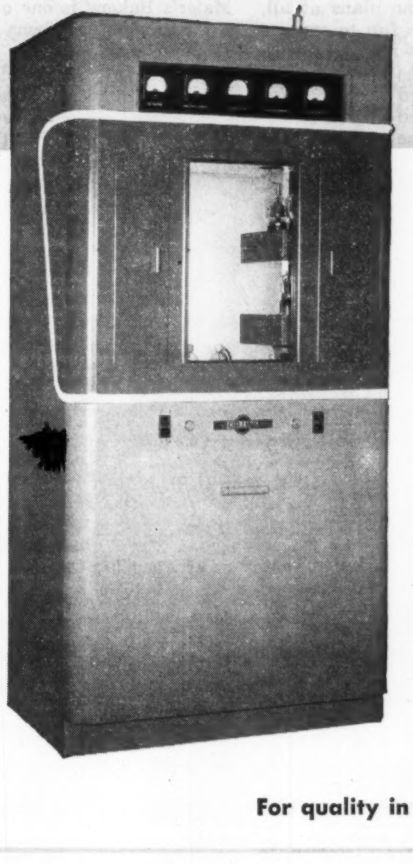


in building airplanes . . . . .

or broadcast transmitters

ENGINEERING

makes the difference



Whether the design calls for a sleek jet fighter or a broadcast transmitter, engineering is what determines the quality of the finished product. The Collins 20V AM transmitter contains exclusive engineering features that assure superior performance, lower initial cost, minimum maintenance and operating costs, and maximum dependability. The 20V is entirely contained in a single, handsome two-tone grey cabinet that's ruggedly built for long life. This single unit takes up to 75 per cent less space than ordinary one KW transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly and conveniently accessible from the rear. All tubes are visible at a glance.

Collins' consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . . COLLINS

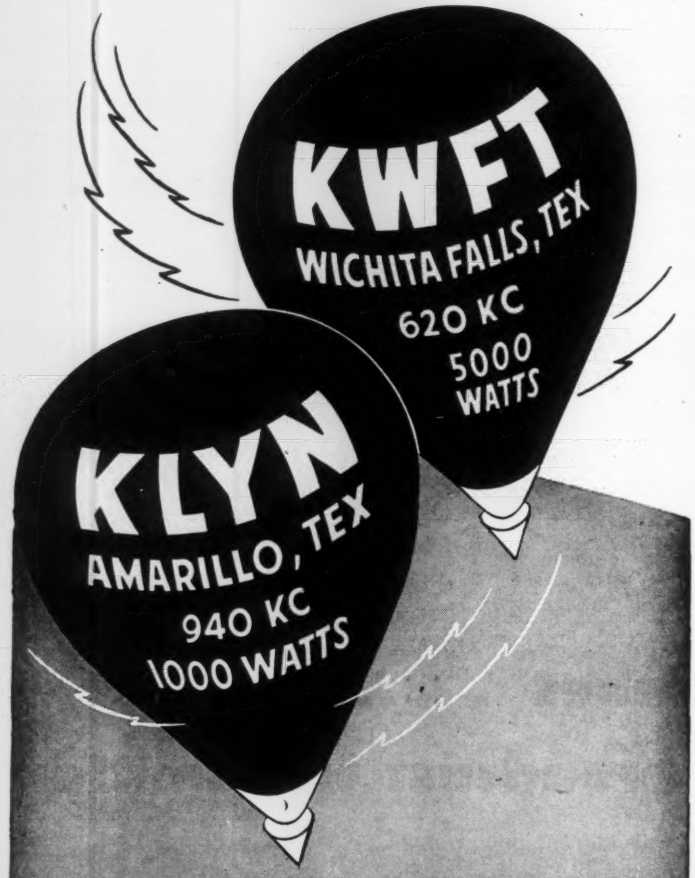
COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE



TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

JAMES K. MARTINDALE, copy vice president, Dancer-Fitzgerald-Sample, N. Y., to Hutchins Adv., same city as vice president in charge of advertising for Philco Corp.

RUSSELL R. CLEVENGER, Albert Frank-Guenther Law, N. Y., elected a vice president.

STEVE MUDGE, manager of the New York office, Ewell & Thurber Assoc., elected vice president of agency.

on all accounts

DORATHEA (Dee) HASSLER, radio and television director for Beaumont, Heller & Sperling Inc., Reading, Pa., made her deliberate choice of radio as a career when only a high school freshman.

Assigned to produce a research "term paper" assignment on her plans for a future career, Miss Hassler, who had no plans at all, decided it would be fun to explore a new field. She wrote forthwith to such personalities as Bertha Brainard at NBC and Ted Malone, asking these notables what they would do if they were standing in her bobby socks.

The result was radio, and by the time she had finished her term paper she had received such encouraging suggestions that she decided to go on with radio training.

Receiving her degree and practical experience in writing, production and radio performance from the Radio Workshop and School of Journalism at Syracuse U., she began her first radio job at WWNY Watertown, N. Y. "It was during the war," Miss Hassler recalls, "and they were so short of manpower that they turned me loose on selling time."

Positions followed at WKNE Keene, N. H., where she edited the prize-winning *Listener's Guide*, and at WPEN Philadelphia, where she acted as promotion director.

The transition from station to agency came at WPEN, where Miss Hassler did her own late-night celebrity interview show—"until I got so far behind on my sleep that I went to visit my family in Reading."

At Reading a friend introduced her to officials of Beaumont, Heller & Sperling Inc., who just at that time were looking for someone to organize a radio department. Miss Hassler got the job—and went to work the next day.

"It's been the shortest seven years of my life," she says. "We started with a local bakery and dairy that were using radio. Now Maier's Bakery is one of the largest regional food firms in eastern Pennsylvania."

DEE HASSLER

Her department, since expanded to include television, now handles the radio and TV accounts of Willson sun glasses, Bowers' Battery & Spark Plug Co., St. Lawrence Dairy Co., Pro-tek-tiv children's shoes and Eastern Gas Assn., comprising all the gas utilities and gas appliance manufacturers in eastern Pennsylvania.

Miss Hassler thinks an advertiser is making a mistake when he considers half-way measures in approaching the radio-TV media. "It may be a hang-over from my time selling days," she observes, "but I'm a great believer in consistency in radio and television advertising. When I see a client contemplating 'sampling' either medium, I prefer to discourage him from using it at all."

Active in the League of Women Voters, Miss Hassler is a member of the board of directors of the Girl Scout Council of Berks County and the Reading branch of the American Assn. of University Women. And, "When and if there's any hobby time, it generally goes for knitting, painting or listening to good music."

XUM

beat

MARY LOUISE CAMPBELL and **JOHN W. HUGHES**, account executives, Ruse & Urban Inc., Detroit, elected vice presidents.

PETER M. SCUTTER, J. Walter Thompson Co., N. Y. to Foote, Cone & Belding, same city, as account executive.

CAMERON BLAKE, radio writer, to Frank-Gold Agency, L. A., as associate director of publicity.

CARL SIGLER appointed director of merchandising, Gordon Best Co., Chicago.

JOHN BAINBRIDGE, radio-TV director, Walter McCreery Inc., Beverly Hills, and **FRED EGGERS**, copywriter, Hixson & Jorgensen Inc., L. A., to Holzer Co., L. A., as account executives.

TED YERXA, Hollywood radio-newspaper personality known as "The Lamplighter," to Bob Struble & Assoc., that city, as account executive. **BRUCE BAILEY**, West Coast magazine photographer, and **LEN McLEAN**, production department, *TV Time* magazine, to agency as cinematographer and assistant to **BOB STRUBLE**, respectively.

HOWARD DuBOIS, formerly head of own agency, to Lamb & Keen, Phila. as director of agency services.

JOHN E. ROONEY Sr., senior account executive, Geare-Marston Inc., Phila., elected president of local branch of Automotive Boosters.

BENJAMIN ESHLEMAN Co., Phila., and branch of **DOREMUS & Co.**, that city, will merge Jan. 2 under name of **DOREMUS-ESHLEMAN Co.**, 1522 Locust St. **BENJAMIN ESHLEMAN, E. HOWARD YORK 3rd, B. FRANKLIN ESHLEMAN 2nd, L. H. GREENHOUSE** and **J. J. D. SPILLAN** will serve as vice presidents.

ELLEN STEWART, copy chief, Advertising Division Inc., to copy staff at Wright-Campbell Adv., Chicago.

FRANK J. WESTBROOK, Michael Shore Adv., Chicago, named art director of Fulton, Morrissey Co., same city.

JAYNE SMATHERS, J. Walter Thompson Co., N. Y., to media department, Cecil & Presbrey, same city, as radio-TV timebuyer.

K. O. ABBEY to copy-publicity department, Kerker-Peterson & Assoc., Minneapolis.

GILBERT SUPPLE, Lennen & Newell, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as copy writer in radio-TV department.

GEORGE VALE named radio-TV director of Paul-Taylor-Phelan Ltd., Toronto.

BETTY McCOWAN, assistant radio-TV timebuyer, promoted to timebuyer, Henderson Adv., Greenville, S. C.

STAN RHODES, Kenyon & Eckhardt, N. Y., TV department, to Fuller & Smith & Ross, that city, as copy writer.

ARLENE KOCH, assistant timebuyer, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble account.

JOSEPH CREAMER, production director, WOR-AM-TV New York, to creative staff, BBDO, N. Y.

LOS ANGELES ADV. CLUB moves to 900 Wilshire Blvd. (Statler Center), that city.

No Pig-in-a-poke with Joe...

JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend . . . he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices . . . news, music and lively interviews. Monday through Saturday.

Represented by
THE HENRY I. CHRISTAL CO.
NEW YORK CHICAGO SAN FRANCISCO

WBEN
NBC IN BUFFALO

new business

Network • • •

FLAKO PRODUCTS Corp., New Brunswick, N. J. (pie crust mix), launching campaign to promote use of product for Thanksgiving. Firm will use 10-second TV spots on 13 stations for two weeks and has also purchased announcements on CBS Radio's *Galen Drake Show,* Sat., 10-10:15 a.m. EST, using 46 network stations. Agency: H. B. LaQuatte Inc., N. Y.

SWEETS Co. of America Inc. Hoboken, N. J. (Tootsie Rolls), sponsoring *Paul Whiteman TV Teen Club* over ABC-TV, Sat., 7-7:30 p.m. EST, starting Nov. 22. Agency: Moselle & Eisen, N. Y.

BLOCK DRUG Co., Jersey City, N. J. (Amm-i-dent), will sponsor Kate Smith on 60 NBC-TV stations, Tues., 4:30-4:45 p.m. EST. Agency: Cecil & Presbrey, N. Y.

ALLIS-CHALMERS Mfg. Co., Milwaukee, to sponsor hour-long origination from International Livestock Exposition in Chicago on NBC-TV Dec. 2, 3-4 p.m. EST. Agency: Bert S. Gittins Adv., Milwaukee.

KELLOGG Co., Battle Creek, Mich., to sponsor Friday 1:45-2 p.m. EST portion of *Garry Moore Show* on CBS-TV, Mon. through Fri., 1:30-2 p.m. EST, starting Jan. 2. Agency: Leo Burnett Co., Chicago.

BURTON-DIXIE Corp., Chicago (mattresses), to sponsor Paul Harvey on ABC-TV, Sun., 10-10:15 p.m. from Nov. 16. Agency: Turner Adv., Chicago.

Agency Appointments • • •

CARLETON-STUART, N. Y. (distributor of Carrier Air Conditioning), appoints French & Preston, same city.

MOPPET SHOPS, Studio City, Calif. (girls' clothing), appoints Edwards Agency, L. A. **TOBY MILLER** is account executive. Radio will be used after Jan. 1.

MILLER PROTECTO PRODUCTS Co., Kalamazoo, Mich. (Sweet-Aire household deodorants), names Scheideler, Beck & Werner, N. Y.

TIP TOP TAILORS Ltd. appoints Muter, Culiner, Frankfurter & Gould, Toronto.

G. KRUGER Brewing Co., Newark, names Grey Adv., N. Y., effective Jan. 2.

T. W. GARNER FOOD Co., Winston-Salem, N. C., appoints Walter J. Klein Co., Charlotte, N. C. TV is being used.

DESERT PRODUCTS Corp., Long Beach (Accuya wall paneling), appoints Kent Goodman Adv., Hollywood. TV will be used.

RYB Inc., Beverly Hills, Calif. (distributor of new Stephens wireless mike), appoints Graham & Gillies Inc., that city.

PENTA LABS. Inc., Santa Barbara (precision electronic equipment), appoints Kemble Co., that city. **ED KEMBLE** is account executive.

ADDISONS Ltd., Toronto (electrical appliances, receivers), names Aikin-McCracken Ltd., Toronto.

SOUTHERN BISCUIT Co., Richmond, Va., appoints Compton Adv., N. Y., for F.F.V. orange, lemon and vanilla thins, Colonial creams and Tavern blue cheese crackers, effective Jan. 1.

HUNT FOODS Inc., Fullerton, Calif., appoints BBDO, L. A., for tomato paste.

HOWARD ZINK Corp., Fremont, Ohio (automobile seat covers), appoints Griswold-Eshleman Co., Cleveland.

THOMAS SHIRT Inc., L. A. (men's shirts), appoints Banning Co., that city.

ORIENTAL RUG CUSHION Co., L. A. (Orcco Brand floor covering

(Continued on page 18)

JIM CHAPMAN'S RIGHT AT HOME ON OHIO'S FARMS...

Agricultural radio is WRFD's specialty, and Jim Chapman is well qualified to serve rural folks! He's been working in farm radio for 17 years—seven of those in Ohio, close to farmers and farm organizations. He knows Ohio farm folk—knows what they want and need in the way of radio farm features. And, Ohio farmers know Jim Chapman. They like him, too, and they respect him as an outstanding authority on the latest trends in farming methods. And, here's a BIG PLUS offered exclusively by WRFD. Jim Chapman has the faithful backing of the 1500 Farm Bureau Advisory Councils which meet monthly and of the 60-thousand farm families belonging to the Farm Bureau Federation, to say nothing of the other rural organizations which work intimately with WRFD in one of America's largest and wealthiest farm markets.

Ohio's Best Rural Sales Medium

WORTHINGTON, OHIO FR. 2-5342

WRFD

5,000 WATTS AT 880 KC.

THE O. L. TAYLOR COMPANY—NATIONAL REP.

NX124

TO ALL UNITED PRESS CLIENTS:

SO MANY LETTERS, TELEGRAMS AND CABLES HAVE BEEN RECEIVED FROM UNITED PRESS CLIENTS ALL OVER THE WORLD COMPLIMENTING THE U. P. ON ITS SUPERIOR ELECTION COVERAGE THAT WE WISH TO TAKE THIS WAY OF ACKNOWLEDGING THEM.

YOUR COMMUNICATIONS ARE MUCH APPRECIATED AND WILL BE AN ADDED INCENTIVE TO THE STAFFS WHO WORKED SO EFFECTIVELY TO PUT UNITED PRESS ELECTION SERVICE FAR OUT AHEAD THROUGHOUT THE NIGHT, NOT ONLY IN NATIONAL RESULTS BUT IN REGIONAL AS WELL.

HUGH BAILLIE, PRESIDENT,
UNITED PRESS ASSOCIATIONS.
NOV. 10, 1952.

JR155P

WRC

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find **WRC's results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
980 KC • 93.9 FM
Represented by NBC Spot Sales

feature of the week

CENTRAL IND. KAISER-FRAZER DEAL
Rushville Auto Sales

DEMONSTRATING prizes won at WIBC contest are (l to r) Vern Teipel, Kaiser-Frazer dealer; Pat Todd and Gene Cherry, co-chairmen of Rushville Jaycees committee; contest winner Bollinger (in car); WIBC Farm Director Harper, and Omer Vakoch, Rushville Kaiser-Frazer dealer.

* * *

MOST SUCCESSFUL farm promotion it ever undertook was the second Indiana and fourth national mechanical corn-picking contests, both sponsored last month by WIBC Indianapolis, the station reports.

Contest officials estimated 85,000 midwest farmers attended the two events, held Oct. 17-18 on two farms near Rushville, Ind., 40 miles from Indianapolis and within WIBC's primary coverage area.

Dix Harper, WIBC farm service director, as state and national chairman, was the main single force behind the big Indiana affairs, which were co-sponsored by the Rushville Junior Chamber of Commerce.

The contests were preceded on Oct. 16 by a three-mile-long parade led by Miss Indiana of 1952, Ann Garnier of Indianapolis, and including the 31st Infantry Division band (Camp Atterbury), Ball State Teachers College ROTC drum

(Continued on page 18)

strictly business

MR. REULMAN

. . . West Coast prospects bright

OVERALL spot sales are bound to increase in television "because of a trend to use programs on film with station time purchased on a spot basis."

That's the way Stan Reulman, Pacific Coast manager of The Katz Agency, sees it. He is optimistic when he sizes up the future of national radio and television spot advertising. The outlook is bright particularly among Pacific Coast accounts, Mr. Reulman, who has his office in San Francisco, feels.

He says:

"This trend enables the advertiser to select those markets which are most desirable for his particular sales needs and allows him to shop all stations in each market for the time period most likely to attract a substantial audience.

"Advertisers have discovered that programs on film provide the answer for a perfect show. They are taking advantage of the excellent syndicated film packages which

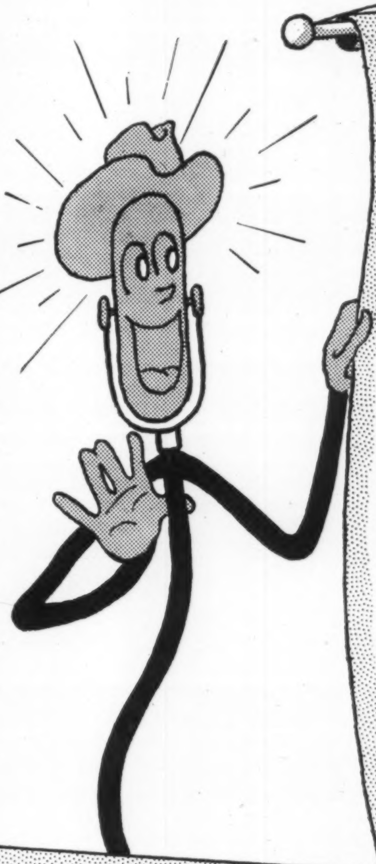
(Continued on page 17)

Lasso
The Big 4
West Texas Stations
KRBC
KBST
KTRN
KGKL
1 CONTRACT BUYS ALL FOUR at 20% DISCOUNT From Regular Rates

KRBC Abilene
5,000 Watts Day — 1,000 Night
KGKL -- San Angelo
5,000 Watts Day — 1,000 Night
KBST -- Big Spring
250 Watts
KTRN -- Wichita Falls
5,000 Watts Day — 1,000 Night

1 Contract 1 Billing for all 4
See Discounted Rates Under
West Texas Packaged Stations
or contact the
John E. Pearson Co.

KTUL *Delivers a Mighty Market... Tulsa!*



Tulsa's Metropolitan Area **ranks 73rd in population in the U.S. (258,000) . . .**

But . . . **it also ranks—**

- 65th–in TOTAL RETAIL SALES
- 47th–in RETAIL SALES PER CAPITA
- 56th–in DRUG STORE SALES
- 53rd–in WHOLESALE SALES
- 54th–in AUTOMOTIVE STORE SALES
- 46th–in FILLING STATION SALES
- 54th–in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th–in APPAREL STORE SALES
- 65th–in HOME FURNISHING STORE SALES
- 68th–in FOOD STORE SALES
- 62nd–in GENERAL MERCHANDISE STORE SALES

★ **Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A. . . .**

FROM 10% to 50% BETTER!

- **KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST . . . with no waste coverage!**
- **CBS Radio . . . top local programing!**
- **Get the KTUL story from your nearest Avery-Knodel, Inc. office.**

KTUL *Radio*
TULSA

The "HAPPY MEDIUM" Station

JOHN ESAU—Vice President—General Manager
AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

It's A Bright Daytime Picture!

WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a *terrific* share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

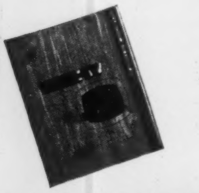
PULSE STUDY*

GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA

Share of Audience, Average ¼ Hour Homes Using TV

	10 AM — 12 N	12 N — 6 PM
MONDAY — FRIDAY		
WOOD-TV	90%	60%
STATION B	10	38
STATION C	—	2
SATURDAY		
WOOD-TV	85	63
STATION B	15	34
STATION C	—	3
SUNDAY		
WOOD-TV	—	63
STATION B	—	35
STATION C	—	2

*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV . . . the area's *only* station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

open mike

Better Late

EDITOR:

I am a little late in writing you this letter, but the reason is that I have been away.

I want to congratulate you and your organization on your 21st birthday on Oct. 15 last. I well remember when your publication started. . . . I have watched it grow through the years with a good deal of pride and am happy to be among your earliest subscribers. Your success, I feel, has been largely due to the alertness with which you have reported news in your particular field and your freedom from bias and the far-reaching vision which you have portrayed as occasion demanded.

May you have many more years of sucess. . .

A. L. Ashby
Bronxville, N. Y.

[EDITOR's NOTE: Mr. Ashby is former vice president and general counsel of NBC.]

* * *

Lion and Lamb

EDITOR:

Little did we know when we sent you the photo and story on Buddy Deane doing the show from the lion's cage that you'd be swamped with "lion stories."

So O.K.—Miss Rosencranz may have been the first woman. . . Eddie Chase may have been before her . . . and Johnie Clarke before him.

But you don't understand what makes our story so unique . . . Buddy Deane is a *coward!*

Nedra J. Berryman
Program Director
WITH Baltimore

* * *

Too Many Interests

EDITOR:

In your Nov. 3 issue on page 80, the magazine lists an applicant for Pittsburgh, Pa., naming J. Frank Gallaher, Loren Berry and Ronald B. Woodyard, a partnership. This is a client of mine.

In describing the other radio interests of Mr. Woodyard. . . your story on him says he's the president of Fort Myers Broadcasting Co. Mr. Woodyard did have an interest in Fort Myers Broadcasting Co. in the past, but he has no present interest in it. The application called for the listing of all radio intersts of the partners during the past five years. This led your reporter to the inference that all the interests continued. . .

Mr. Woodyard's only present broadcasting interests are with Skyland Broadcasting Corp., (WONE, WTWO-FM and a TV applicant, all in Dayton, O.). Skyway Broadcasting Co. of Columbus, and in the partnership with Mr. Gallaher and Mr. Berry. . .

James Lawrence Fly
Fly, Shuebruck & Blume
New York, N. Y.

* * *

One-Track Publicity

EDITOR:

The other day while awaiting my turn to make a speech on television I listened to a newspaper photographer discuss the art of taking good pictures. For some reason my thoughts wandered to your fine magazine and the many photographs you are forced to run of commercial managers signing contracts and other small groups smiling into the camera.

I know you must cringe every time one of these pictures comes in. It occurred to me you might send a note to all station publicity people and offer a yearly prize or two for the publicist doing the best job of getting away from these unimaginative photographs. The reason why I thought of BROADCASTING • TELECASTING is perfectly natural—I spend part of each week reading BROADCASTING • TELECASTING. . . .

Roy Bacus,
Commercial Manager,
WBAP Fort Worth

[EDITOR'S NOTE: BROADCASTING • TELECASTING agrees with Mr. Bacus. How about getting a little action into those advertising-agency-station executive pictures?]

* * *

Testimonial

EDITOR:

The trade press of advertising is outstanding, and, in this outstanding group, BROADCASTING • TELECASTING is superb. . . . I don't want to miss an issue. . . .

When I was an NBC page, the magazine was interesting. Now, as a moderate radio advertiser, with television coming, it is informative.

Edward G. Weber
Adv. Mgr.,
Southwestern Public Service Co.
Amarillo, Tex.

* * *

Missing Person

EDITORS:

. . . One of our announcers—an ex-GI just returned from Korea—informed us that a personality DJ on the Armed Forces Radio Service station in Tokyo created quite a following among the soldiers stationed in the Japan and Korean zones. He referred to himself over the air as "Fearless" and advertised "Fearless Products" and carried the fearless theme throughout everything he did as a gag.

His real name is Fred Forgette, and he was rotated from Korea recently and is now out of the army and in the United States. . . We would like to know where the guy is—we would like to offer him a job.

James Wilson
Manager
WAND Canton, Ohio

* * *

Hot Medium

EDITOR:

Other than WGMS I have never known an advertising medium like BROADCASTING • TELECASTING.

We inserted an ad to help one of our ex-employes find other work. Not only did I get a fast response with at least one lead that should come to fruition, but we also got all kinds of unexpected responses from radio people who said that they wanted to work for a company with a management that would insert an ad like ours.

When anyone reads your advertising carefully enough to try to switch the message, then you really have got a "hot" medium.

M. Robert Rogers
Vice Pres. & Gen. Mgr.
WGMS Washington

* * *

Big Order

EDITOR:

. . . I need the help of your readers —program directors, disc jockeys and producers.

Can they tell me the "laugh potential" of their particultr district or area?

If they help us, maybe we can help expand the laugh production in the United States. We'd like to know how much comedy is used on each station in the country, how much time is devoted to comedy, how many disc jockeys utilize comedy, how much time they'd like to use, why they don't use more, and what percentage of time is devoted to comedy in contrast to music, drama, news, etc.

[They can] write me at Room 902, 292 Madison Ave.

George Lewis
Director
National Assn. of Gag-writers
New York

MBS Honors

MBS is asking its 560 outlets to name communities in their listening areas deserving of individual awards for exceptional service in "lights on—votes out" campaign conceived by Mutual newsmen. Little Falls, N. Y. (pop., 9,541), with 99.418% vote record among its registered, was announced as the first community to be honored.

Strictly Business

(Continued from page 14)

are available at moderate costs. Others have produced their own shows giving them complete control of the programs in addition to creating a ready made show for new TV markets which may be placed and re-run at the discretion of the advertiser.

"Original production costs on advertiser-produced shows can be amortized through the sales rights of re-runs or through foreign rights."

Business Crosswinds

Mr. Reulman bases his Pacific Coast optimism on the great numbers of eastern manufacturers who are locating branch manufacturing plants and district offices on the Coast as a means of attracting this tremendous market. "And there will be more," he says. "Each of these manufacturers becomes a prospect for spot advertising in those markets in which distribution is established."

Mr. Reulman began his extensive advertising and news experience in the Middle West. He was born in Cincinnati, May 23, 1907. He moved at an early age to Detroit and later to Chicago. His first advertising job was with the Ankrum Agency, Chicago, where he remained until the agency was dissolved after the death of the owner. He then joined the staff of the Chicago *Herald & Examiner*, assigned to cover schools and colleges in the Loop.

Joined Katz in Chicago

Early in 1937, he joined the Chicago office of The Katz Agency, for which he covered St. Louis, Cincinnati and Louisville. He moved to Los Angeles eight years ago as manager of The Katz Agency office in that city and was later appointed Pacific Coast manager, the office he now holds, moving his office headquarters to San Francisco last August.

Mr. Reulman is married to the former Mabel Hawkinson. They have three children, Stan Jr., 22; Bill, 18; and Patty Ann, 7. Stan Jr. is serving his present tour of duty aboard the USS Rochester in Korean waters. The Reulmans are building a home in Hillsborough.

Seal Drive Theme

RECORDINGS of Perry Como's "One Little Candle," adopted as the 1952 Christmas Seal Sale campaign song, are being distributed by the National Tuberculosis Assn. to radio stations for use during the annual drive, Nov. 17-Dec. 25. The records include a special introduction in behalf of the campaign. A 15-minute transcribed radio show featuring Fred Waring and the Pennsylvanians also is being prepared.

Presenting the WOOD BUNDLE!

What a bundle!
WOOD
A&P
&
YOU

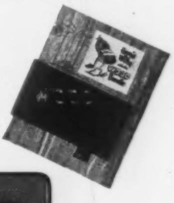
WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the *WOOD BUNDLE* is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays *in 29 A&P stores.* Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful... a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.



WOOD
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

New Business

(Continued from page 12)

products), appoints Jere Bayard Adv., that city.

TURCO PRODUCTS Inc., L. A. (industrial cleaning compounds), appoints Hixson & Jorgensen Inc., that city. **CLIFF HOSKING** is account executive.

SYLMAR PACKING Corp., L. A. (Sylmar specialty food products), appoints Yambert-Prochnow Inc., Beverly Hills. Radio will be used. **RAYMOND PROCHNOW** is account executive.

SUN VERTIKAL BLIND Co., Grand Rapids, Mich., appoints Erwin, Wasey & Co., L. A. **ARCH DOUGLASS** is account executive.

FELIX DE COLA Inc., L. A. (E-Z Chord piano attachment), and **FOUNDATION FILMS Corp.**, Pasadena (distributors of religious films), appoint Bob Struble & Assoc., Hollywood. TV is being used on former account.

CHRYSLER DEALERS of New York name Bermingham, Castleman & Pierce, that city, for television in New York area.

QUALITY PRODUCTS MFG Co., L. A. (Tred-Aire foam rubber mats), and **SUPERIOR BEDDING CO.**, that city, appoint Jere Bayard Adv., that city.

COCHRANE Corp., Phila. (water heating equipment), appoints John Falkner Arndt & Co., same city.

BERMAN'S, L. A. (men's clothier), **STAN'S DRIVE INNS**, L. A., (Calif. chain), and **UNION AUTO SERVICE**, L. A. (financing and insurance for union members), appoint Irwin Co., Beverly Hills. Radio is being used.

SOUTHERN CALIFORNIA MUFFLER Co., Culver City (Belond Equa-Flow exhaust systems), appoints Walter McCreery Inc., Beverly Hills.

Adpeople • • •

C. L. McCALL, advertising manager, G. Heileman Brewing Co., La-Crosse, Wis., appointed general sales and advertising manager there.

EILEEN FULLERTON, publicity director, Bullock's Inc., Pasadena (department store), to Joyce Inc., that city (shoe mfr.) as advertising director.

JOHN DuBOIS, advertising department, Clary Multiplier Corp., San Gabriel, Calif., transfers to Flo-Ball Pen Corp., that city, firm's subsidiary, as advertising manager.

RICHARD H. KOEHLER named manager of advertising and sales promotion for Le Roi Co., Milwaukee, succeeding **GUY SCRIVNER**.

Feature of the Week

(Continued from page 14)

and bugle corps, Murat Shrine horse patrol, eight high school bands, 25 baton twirlers, 16 competitive and 60 commercial floats, 10 drill teams, contestants on their corn pickers and eight cars of notables, including R. M. Fairbanks, WIBC president, and Mrs. Fairbanks.

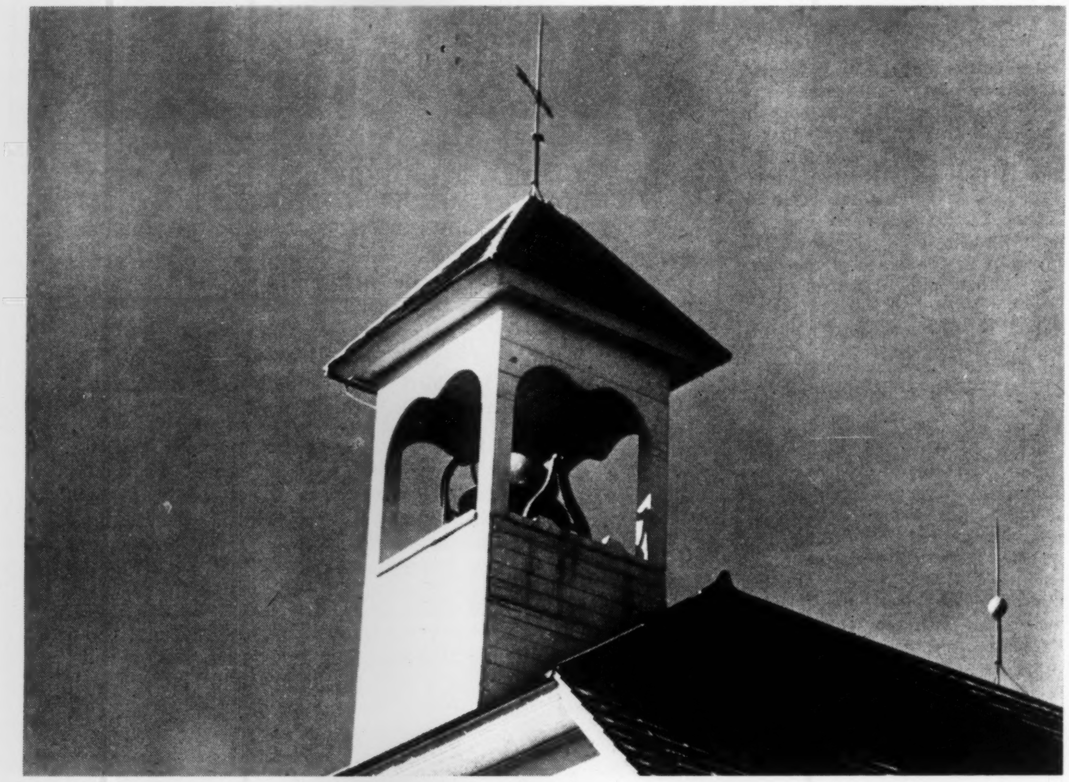
The WIBC-sponsored contests featured commercial farm exhibits by 102 companies in a three-quarter-mile exhibit area, plus demonstrations of farm equipment. Each winner and runner-up of picking contests in seven cornbelt states competed in the national contest for two trophies, a Kaiser-Frazer auto and other prizes totaling $4,000. Elmer Bollinger, a Fairbury, Ill., farmer, was the national winner.

Sponsors from other states were: KSOO Sioux Falls, S. D.; WOW Omaha, Neb.; WMT Cedar Rapids, Iowa; KFEQ St. Joseph, Mo.; WGN Chicago and WEKZ Monroe, Wis.

WIBC provided entertainment and broadcast portions of the contests. National contest speakers included C. J. McCormick, Dept. of Agriculture undersecretary, and Rep. Ralph Harvey, 10th Indiana District Congressman. Also making short talks were Indiana's Gov. Henry F. Schricker and Sens. Homer E. Capehart and William Jenner.

Personalities of WIBC who took part in entertainment were Jim Shelton, m.c. of the *Pick-a-Pocket* show; Dixie Four Quartet; Country Cousin Chickie and the Haymakers, and WIBC Farm Service Director Harper. Assisting with the events were Mrs. R. M. Fairbanks, Chief Engineer Robert Minton and station engineers Clarence Morgan, Jack Faulhaber and Bill Landrum.

Station officials report they already are at work planning for a 1953 contest in another section of the state.



THANKSGIVING

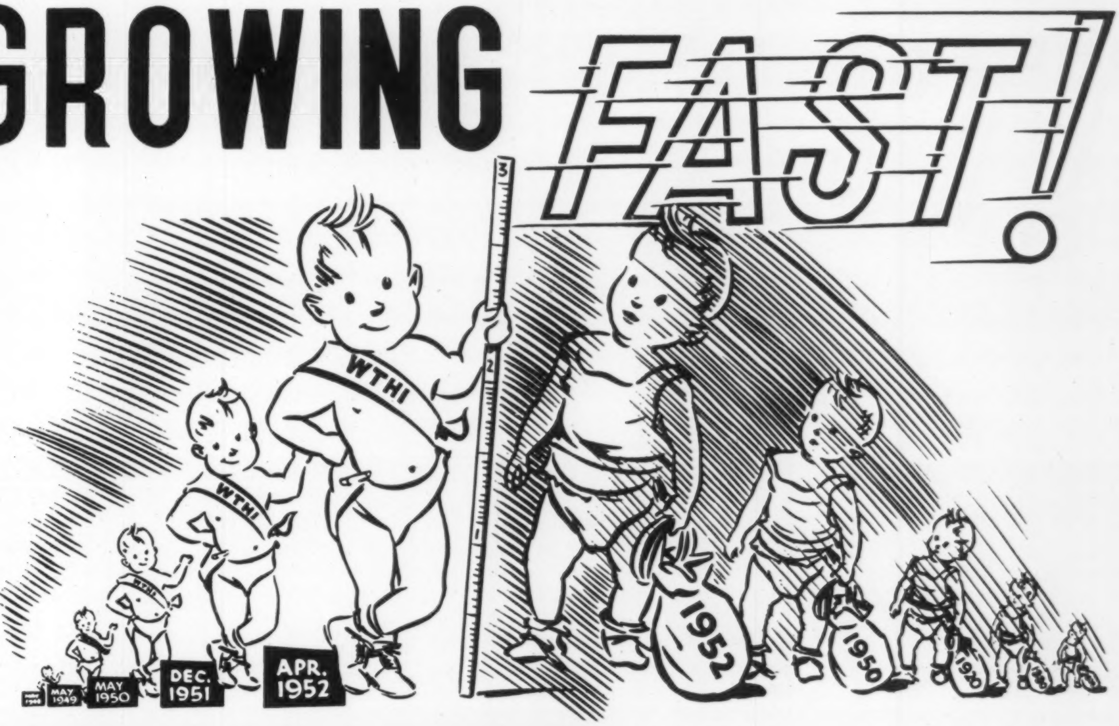
Simple spires such as this rise at countless Kansas crossroads. They rise above recently harvested fields that have brought their owners the richest yield in all history. The Spirit of Thanksgiving is all about us . . . in the golden corn piled high in cribs and overflowing granaries . . . in the sleek, white-faced cattle and heavy hogs that will soon be on their way to market . . . and in the faces of those whose labors have again been so generously rewarded.

We at WIBW share this Thanksgiving spirit with these farm families because they are our close friends . . . our daily listeners. Once again we rededicate ourselves to continuing service in their behalf . . . for it is only because of such service throughout the years that we have been able to serve our advertisers so successfully.

Ben Ludy

Gen. Mgr. WIBW
C.B.S. Radio for Kansas

GROWING FAST!

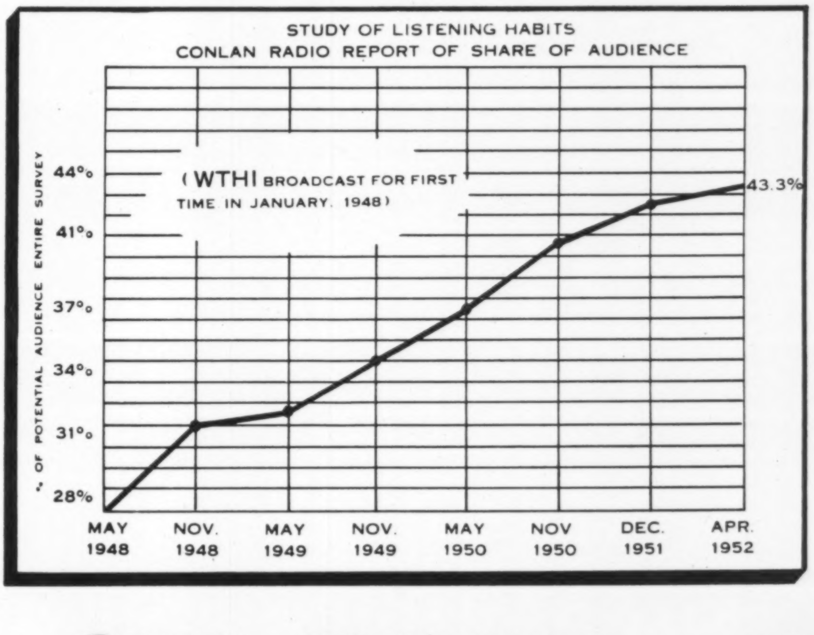

WTHI
MAY 1949
MAY 1950
DEC. 1951
APR. 1952
1952
1950
1920

WTHI

CBS RADIO

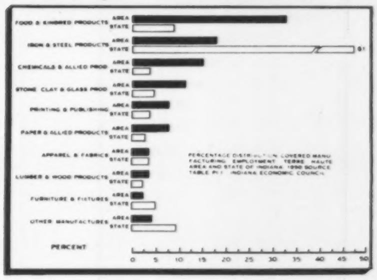
1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!



TERRE HAUTE
AREA

... Spearhead of Industrial Development over all of Indiana!



... WTHI *is your best medium in this*

RICH, GROWING and ISOLATED MARKET.

OUR MOTTO: *"Aggressiveness with Imagination"*

RCA UHF

AGAIN, RCA sets a record in UHF technical leadership—by delivering to KPTV the entire UHF transmitter plant that put the FIRST commercial UHF signals on the air.

Out of the experimental field into the practical, *RCA transmitter-antenna combinations* like those shown here make UHF planning a practical reality. They enable you to obtain the most coverage at minimum investment.

◀ **RCA UHF PYLON ANTENNA.** The high-gain TV antenna that includes a vertical beam-tilt arrangement—enabling you to cover specific areas more effectively. Horizontal radiation pattern of the Pylon is virtually circular.

10-KW TYPE TTU-10A (FOR ERP* TO 270 KW). This UHF transmitter, and a UHF Pylon Antenna, will produce from 240 to 270 kw ERP on channels 14 to 83. The combination is capable of serving almost any metropolitan area with strong signals. Type TTU-10A is designed for straight-line or block "U" arrangements.

*Effective Radiated Power

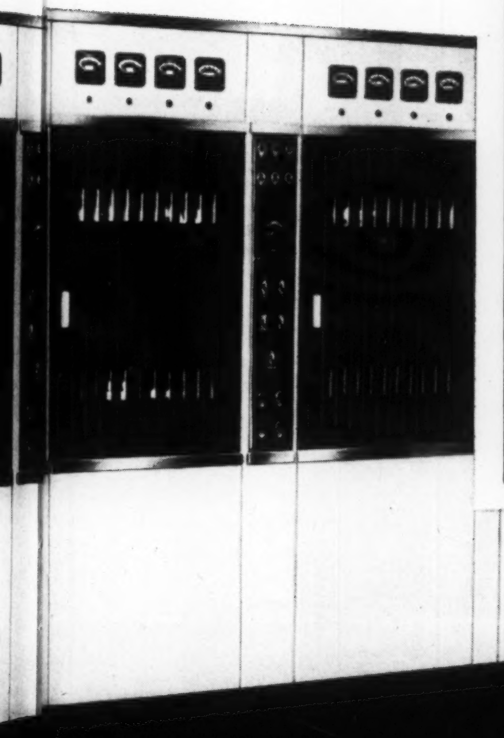
XUM

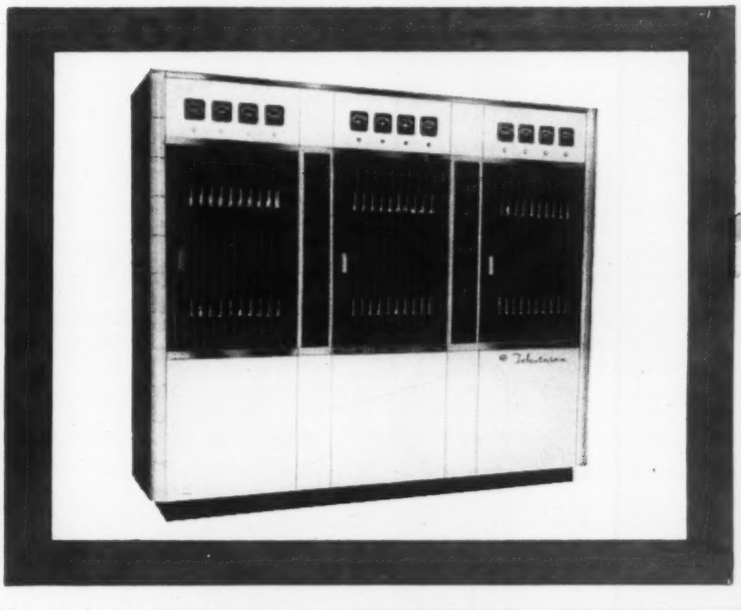
proved in Portland!

For example, in low-power operation, RCA's low-cost 1-kw UHF transmitter and a high-gain Pylon Antenna combination is the most economical choice. Or, if you require higher power, RCA's "10-kw" UHF and a high-gain Pylon combination *approaches the ultimate in useful coverage.*

In addition to transmitter-antenna combinations, RCA also has the UHF accessories you need to go "on air"; transmitter monitoring equipment, transmission line fittings, towers, consoles, UHF loads and wattmeters, Filterplexers, etc. Everything is "systems matched" to work together for maximum performance. All equipment is available from ONE responsible transmitter manufacturer—RCA.

Make sure YOU get your UHF equipment when you need it. Your RCA Broadcast Sales Representative is ready to take your order—*and show you what you need to go UHF at lowest cost.*





1-KW TYPE TTU-1B (FOR ERP* TO 27 KW). This transmitter and a UHF Pylon Antenna, can develop from 24 to 27 kw ERP on any channel, 14 to 83. TTU-1B is self-contained and all air-cooled. It is well suited as a driver for a high-power amplifier.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

XUM

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 *Salesman is*

WPTF

also
WPTF-FM

50,000 WATTS · 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

XUM

BROADCASTING

Vol. 43, No. 20 NOVEMBER 17, 1952

RESNICK'S ABC-UPT REPORT

Asks FCC to Approve Merger

By EARL B. ABRAMS

IN A CLEAN sweep initial decision, FCC Examiner Leo Resnick last Thursday recommended that the FCC approve the long-pending proposal of ABC and United Paramount Theatres to merge their operations. This would buttress the sagging ABC radio and television networks with the multimillion dollar resources of the theatre exhibition company.

Brushing aside the vigorous opposition of the FCC's own Broadcast Bureau, Mr. Resnick saw in the fusion the injection of new competition in network broadcasting—both radio and TV—and succor for the 300 affiliates of the ABC networks. Backed by $152 million in United Paramount resources, and the showmanship know-how of its executive management, if finally approved by the FCC, AB-PT—as the new company would be known—would be slated for front line status in the competitive radio-television arena.

The initial decision now goes to the full FCC, but, under FCC procedures, provision is made for oral arguments—if any of the parties desire them. The FCC itself is cognizant of the ABC plight, and has moved to expedite the proceedings, by eliminating from the case pre-1948 anti-trust aspects. It is hoped that a final decision will be forthcoming before the year's end, but that admittedly appears to be a race against time. The merger contract terminates if not approved by the FCC by next June 23.

All private parties—ABC, UPT, Paramount Pictures, DuMont and CBS—appeared jubilant over the Resnick report. The stock market reacted favorably.

CBS, which would acquire a Chicago outlet, has one additional hurdle—the application of Zenith for the Channel 2 assignment now occupied by WBKB (TV), the Balaban & Katz (UPT) station which CBS would buy for $6 million. Zenith originally had an experimental assignment, and there now pends before the FCC its bid for the channel. It was not a party to the merger proceedings.

In his initial decision, Mr. Resnick swept clean all the other issues of the complex Paramount case [B•T, Jan. 21 et seq.]. He found:

- **That Paramount Pictures Corp. is qualified to be a broadcast licensee.**
- **That UPT is qualified to be a broadcast licensee.**
- **That Paramount Pictures Corp. does not control Allen B. DuMont Labs.**
- **That CBS may purchase UPT's WBKB (TV) Chicago.**

Decision becomes final 40 days following its release last Thursday, unless the FCC decides otherwise. Parties have 20 days to file exceptions and request oral argument before the Commission.

Petition for the FCC to accept the initial decision forthwith was expected to be filed by all applicants this week. All were prepared to waive their rights under the 20-day rule, it was learned.

Whether the Broadcast Bureau will accede was debatable. It was felt by some that the Broadcast Bureau, which had opposed the applicants, might feel compelled to take exceptions.

Majority on the FCC are sympathetic to the merger and the other approvals in the case, it is believed.

FCC's favorable attitude was shown, it is widely held, when it instructed the hearing examiner to delete from the record all references to anti-trust violations occurring prior to August 1948. This applied predominantly to Paramount Pictures and to executives of that company and UPT.

Mr. Resnick's approval of the merger was pegged on the principle that the potential increase in network competition outweighed the possible danger of concentration.

He based his conclusions on the fact that consolidation with 650-theatre-strong UPT would enable ABC to "strengthen its program structure, improve its physical plant, build larger audiences and thereby attract and retain sponsors and affiliates."

This would, he said, carry out the purposes of the 1941 Chain Broadcasting Regulations, which forced NBC to divest itself of the Blue Network. At that time NBC had both a Red and a Blue Network.

The Blue Network was bought by Life Saver magnate Edward J. Noble for $8 million in 1943, and renamed the American Broadcasting Co. The merged ABC-UPT company will be American Broadcasting-Paramount Theatres Inc.

Answering objections to the

(Continued on page 24)

'GOOD PROPOSAL'

Is Reaction of Principals

COMMENTS from principals involved in the initial decision proposed in Paramount case follow:

An ABC spokesman said:

"We are naturally pleased that Mr. Leo Resnick, FCC hearing examiner, has recommended that the FCC approve the proposed merger of ABC and United Paramount Theatres, as being in the public interest.

"As the examiner designated by the FCC to hear all parties concerned with the merger, Mr. Resnick personally heard and reviewed all the facts they presented in the FCC's study of the proposed merger.

"Under these circumstances, the fact that his findings are in favor of the merger and he has recommended approval of the merger to the FCC, greatly fortifies our belief that the FCC will make final this decison in the public interest, as speedily as possible, and under the merger will permit us to put into effect plans for both radio and television broadcasting which will enable us to serve the public better."

Dr. Allen B. DuMont, whose company was cleared of legal FCC ties with Paramount Pictures, said:

"We are highly gratified that Examiner Resnick completely sustained our position with respect to our license rights and control of our operations. This declaration of independence for DuMont is a long step toward better television service throughout the country.

"The examiner's report—when it is approved by the FCC—will be our 'go' sign. It removes all questions as to the stability of our licenses in New York, Washington and Pittsburgh, and it will make it possible for us to acquire additional stations.

"It will also enable us to go forward with permanent and stable relationships with present and future television affiliates. For some time we have been spending substantial sums and developing plans for expansion in anticipation . . .

"Our multimillion dollar telecenter in New York is nearing completion. We have just opened elaborate studios and broadcasting facilities in Washington. We have started construction of most modern and complete studios and production facilities in Pittsburgh.

"With all of this and with accomplishment of our other expansion plans, DuMont will be able to produce any kind of program, from the simplest to the most elaborate, and deliver it to television receivers in every important market at the lowest possible cost."

Paul Raibourn, Paramount Pictures vice president whose company was found qualified to have the license of KTLA (TV) Los Angeles renewed, said:

"The examiner's decision sounds good to us. I am pleased that the conduct of the company has warranted the findings Examiner Resnick has made. The decision is a forward step clearing the way for us to continue to make contributions to television."

Neither Leonard H. Goldenson, president of UPT and of the proposed AB-PT Inc., nor Frank Stanton, president of CBS, whose $6 million purchase of WBKB (TV) Chicago was approved, would comment.

Text of Resnick's Report

THE following is the verbatim text of Mr. Resnick's initial decision:

Conclusions with Respect to the License and Transfer Applications

16. Thus far, we have disposed of the applications relating to DuMont by granting its license applications, by concluding that Paramount Pictures, Inc. did not control DuMont at the time its stock interest in DuMont was transferred to Paramount Pictures Corporation, and by dismissing the application filed under protest for consent to the transfer of this interest. We now turn to a consideration of the other license and transfer applica-

(Continued on page 42)

Resnick Asks ABC-UPT Merger Approval

(Continued from page 23)

merger, advanced mostly by the Broadcast Bureau and Allen B. DuMont Labs., Mr. Resnick concluded that:

1. ABC and UPT combined would still be dwarfed by RCA.

2. UPT could not depress ABC and cripple television because of competition from other networks.

3. Autonomous operation of the ABC network within the new AB-PT company and the decentralized operation of its theatres—as well as the determination expressed by officials of both companies to promote both media—should continue the present competition for audience. Failure to energetically promote each medium would probably mean audience gains for rival networks and exhibition chains, rather than the transfer of the audience from one of AB-PT's operations to the other.

4. No competition for feature films is discernible now and in the foreseeable future. Feature films are not considered premium fare for TV. Films especially made for TV seem to be the trend.

5. Although UPT is a heavy purchaser of film for its theatres, ABC will probably not gain any great advantage in its film buying because of this.

6. No substantial lessening of competition will result because of competition of home and theatre television interests. The same situation obtains respecting competition between home TV, subscription TV and theatre TV.

7. There will be increased competition, not less competition resulting from the merger, thus it does not tend to monopoly.

In holding that Paramount Pictures and UPT are qualified to hold licenses, Mr. Resnick found that no anti-trust violations had been proved since the 1949 Consent Decree.

Difficulties with "runs" and "clearances" have evoked a number of private anti-trust suits, Mr. Resnick agreed, but these are the result of the new methods of doing business in the motion picture field, not understood or trusted by all elements.

Mr. Resnick stated that he was "impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting."

As far as the possible restrictions on the use of film, talent or stories on TV is concerned, Mr. Resnick did not regard the policies as constituting a bar to the grant of the license and transfer applications.

Mr. Resnick did not overlook possible lessening of competition in the merger case, or the fact that the "broom did not immediately sweep clean in every corner . . ." in the anti-trust history of the Paramount companies. However, the affirmative benefits, he felt, outweighed these negative factors.

Full text of Mr. Resnick's conclusions in both the license and transfer and merger cases starts on page 23.

Surprise in the examiner's decision was his finding that DuMont was not controlled by Paramount Pictures. Twice before the Commission propounded the conviction that Paramount Pictures' 25.5% interest in DuMont constituted control in the strict sense of its regulations.

Although there had been many indications that the Commission was favorable to the proposed merger and the related acceptance of Paramount Pictures and UPT as licensees, most observers had been dubious of the outcome of the DuMont-Paramount control issue.

Control of DuMont

Actual working control by Dr. DuMont and his associates impressed Mr. Resnick.

". . . under the leadership of Dr. DuMont, the Class A officers and directors dominate the corporate management and policy of the Dumont organization," Mr. Resnick reasoned. ". . . the veto power possessed by Paramount, as the Class B stockholder, has not been exercised and is applicable to a limited class of situations not likely to occur in the foreseeable future," he said.

Paramount Pictures owns all 560,000 Class B DuMont shares and 43,200 (2.4%) out of 1,801,054 outstanding Class A shares. As the Class B stockholder, it is entitled to elect three out of the eight DuMont directors and three of the five officers. The Class A stockholders elect the president and vice president of the firm.

Finding that DuMont cannot be considered to be controlled by Paramount frees both to extend their owned and operating stations to the FCC limit of five. At the present time, DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Paramount Pictures owns KTLA (TV) Los Angeles.

During the hearings on this case, Dr. DuMont, largest individual holder of Class A stock (3%), testified that if his company were free to apply for additional TV stations, it would file applications for Boston and St. Louis, withdrawing its pending applications

(Continued on page 34)

Stocks Advance

MARKET reaction to the FCC examiner's report in the ABC-UPT case was good. Gains Friday were fractional but all firms involved were up for the day. ABC, recently averaging around 9½, opened at 10⅛, advanced to 10¼ and then fell back at the close to 10⅛. United Paramount Theatres, which closed Thursday at 12, opened at 12⅝, advanced to 13 and closed at 12⅞. DuMont, which closed Thursday at 17, opened at 17¼ and closed at the same price. Paramount Pictures, closing Thursday at 24, showed gains Friday and ended the day at 24⅞. There was no change in CBS A or B.

The Resnick 'Initial Decision' . . . . AN EDITORIAL

NO REASONABLE person can disagree with the measured logic of the initial decision of FCC Examiner Leo Resnick recommending the merger of ABC and United Paramount Theatres and, in the same group of inter-related cases, giving all parties a clean bill.

From a maze of complicated testimony in an as yet uncharted legal field, Mr. Resnick in simple language draws straight-line conclusions that, to us, defy opposition. He recommends the merger as one that will stimulate rather than impede competition. He finds that Paramount Pictures does not effectively control DuMont, leaving them to go their separate ways in building television properties. And he finds no basis for exclusion of motion picture exhibitors from the field of television broadcasting.

Mr. Resnick's decision, of course, is not final. The FCC is the arbiter—at the Commission level. But we fail to see where any party, other than the FCC's own Broadcast Bureau, can interpose further opposition. That Bureau has fought the merger and the associated license transfers and renewals every inch of the way in bitterly-phrased pleadings that are probably unique in administrative law.

We go along with Mr. Resnick on all counts. With ABC buttressed by United Paramount's resources and its manpower versed in show business, the public stands to get better service through the inter-play of competition. Some 300 ABC affiliates, both radio and TV, who have had slim pickings in network programming, stand to benefit. United Paramount stands pledged, in its testimony, not to package programs or talent for both its theatres and the broadcast operations—which practice could result in suppression of competition.

DuMont likewise would benefit because the proposed decision recognizes it as an operating entity apart from Paramount Pictures Corp., a minority stockholder. Thus, DuMont, with three stations owned and operated would be free to acquire two additional outlets and to expand its operations without regard to that which Paramount Pictures may undertake in TV station ownership, in addition to its KTLA (TV) Los Angeles.

CBS would get its own TV station in Chicago, through acquisition of WBKB (TV) for the all-time record single station price of $6 million. CBS then would find itself with three wholly-owned stations and with two minorities (WTOP-TV Washington, 45% and WCCO-TV Minneapolis-St. Paul, 47%), edging one unit closer to the five-station holdings of NBC and ABC.

Interwoven in the Resnick initial decision are the threads of a new national policy on television station and network ownership and operation in conjunction with motion picture interests. That policy ultimately will be decided by the FCC and perhaps by the courts. The basic consideration here, however, is the ownership interest of a theatre exhibition company in a network—not a production company.

The decision, if sustained by the FCC, may lead to moves by other exhibition companies—competitive with United Paramount—to buy into networks. It may encourage efforts of some of the major Hollywood producing companies to buy in too, but here an entirely different issue arises—whether a production company can participate in or control "exhibition" outlets in the form of television stations. The motion picture consent decree which forced Paramount Pictures to divest itself of theatre ownership, and brought about United Paramount's creation, was directed at precisely that kind of control. A television station, covering a 50-mile radius, obviously could be the equivalent of hundreds of exhibition houses in point of population reached.

But this, the question of theatre television and of subscriber TV, is for the FCC in the not too distant future.

The issue at hand is the salvaging of the admittedly down-at-the-heels ABC through the UPT merger. The Resnick recommendation, couched in the convincing language of a judge who has a mind for economics and business philosophy, should make the FCC's course easy. In its 139 pages, plucked from a million-word record more than a year in the making, is the first case analysis of the relationship of motion pictures, both production and exhibition, to television broadcasting, in all their ramified aspects.

XUM

NCAA UNDER FIRE

Grid Plan Dissension Grows; Revision Likely

By J. FRANK BEATTY

THE airtight TV football monopoly operated by National Collegiate Athletic Assn. will be sharply revised in 1953, judging by definite signs at the weekend.

A wide-open split among educators started coming out into the open last week as rising resentment over NCAA's use of the boycott weapon developed among TV viewers, alumni and advertising groups. This is accompanied by growing conviction inside NCAA that its 1952 formula, like the 1951 version, is a failure.

Behind this rift is the imminent mushrooming of television into every corner of the nation now that FCC is again granting TV permits and stations are starting to take the air, stirring up campus dreams of big money in football.

A $1,250,000 Melon

The present NCAA monopoly involves a $1,125,000 melon for TV game rights, split among participating teams. Some NCAA insiders now envision an acre of electronic melons, possibly fertilized by metered TV techniques.

With TV facing rapid expansion, fear has been voiced in college and TV circles that the NCAA monopoly policy might eventually head toward operation of a powerful syndicate controlling all radio and TV coverage of all college sports and perhaps embracing profitable promotional sidelines.

In any case, NCAA faces weeks of close study as time approaches for drafting of a 1953 policy. Dozens of new ways of approaching the problem of TV's effect on gate receipts and its money-making charms have been submitted by college presidents, faculty representatives and athletic directors. They were asked last May by NCAA's TV Committee to submit their ideas.

Whereas telecasting and advertising officials have wondered if NCAA's policy makers might be getting delusions of million-dollar grandeur in contemplating TV's upcoming growth, NCAA policy makers contend they are merely concerned with what TV might do to football's gate receipts.

If that is the motive of college officials they will have a chance to display their altruism in a series of regional conference meetings to be held before the year's end. Final action will be taken early next year by NCAA as a whole.

Several major developments brought the behind-scenes row at NCAA out of hiding last week. These included:

- Open charge by Dr. Allen B. DuMont that NCAA is operating an illegal conspiracy.
- Wielding of NCAA's boycott threat against DuMont to prevent individual colleges from letting the network carry specified games it requested.
- Signs that the recent election may deprive NCAA of purported high-level political influence in Washington and conceivably lead to revival of suppressed anti-trust action.
- Growing sentiment in TV and advertising industries in favor of putting up first serious resistance to NCAA's monopoly.
- All-time record in football gate receipts despite weekly NCAA-allowed telecast, thus eliminating main NCAA argument on behalf of one-game-a-week policy.
- Belief among some NCAA members that all education and all college sports will suffer if public indignation continues to mount.
- Proposal of Francis T. Murray, U. of Pennsylvania athletic director, that colleges make their own TV arrangements next year.
- Demand by Fritz Crisler, U. of Michigan sports head, that one-game monopoly be dropped in favor of eight-district schedule of games, with Moose Krause, Notre Dame athletic director, joining him in the call for a change.

Crisler and Krause Views

Messrs. Crisler and Krause voiced their views last Tuesday at an Ann Arbor, Mich., meeting of football writers.

Mr. Krause said the NCAA TV football program "has been a failure for two years," according to the *Detroit Free Press.* "There's only one thing to do and that is to open it up," he said, adding that metered TV will be ready "in another year." NCAA had put out metered TV teasers earlier in the year.

Mr. Crisler wants some sharp revisions in the NCAA football plan but still indicates he favors in some respects the principle of NCAA control over telecasts.

"We're going to have to live with TV from now on," he said. "I think we should give TV a chance. I think we can do it better if we split the program up into eight districts—the already established NCAA districts—and not go across district lines."

Contending one of the main objections to NCAA's program is the provision for substitution of sellout games on a local TV station in place of the previously scheduled national telecast, he said:

"You make suckers out of the 97,000 fans who paid money for tickets at our games. . . . You make suckers out of radio people who have obtained sponsors in the belief that the game will not be on TV.

"In addition, the substitution removes our bargaining power. I think we could have sold telecast rights to the Michigan-Michigan State game for $100,000 but all we

(Continued on page 78)

BRIG. GEN. DAVID SARNOFF, RCA board chairman, as he made the principal address at the Armistice Day luncheon of the National Conference of Christians and Jews in Washington's Mayflower Hotel. Gen. Sarnoff, using a TelePrompter, described radio and television as valuable aids to serve mankind. His talk was carried nationally by NBC-AM-TV, originating with WRC and WNBW (TV) Washington.

INAUGURAL BUY

CBS Signs Packard

A MOTORCADE of sponsorship appeared to be developing last week for radio-TV coverage of ceremonies attending President-elect Eisenhower's inauguration Jan. 20, with Packard Motor Car Co. coming to terms with CBS Radio and CBS-TV for a total expenditure estimated at $241,000.

General Motors signed a few weeks ago to sponsor NBC's radio and TV coverage of the occasion [B•T, Oct. 27].

It appeared unlikely, however—at least of late last week—that automotive sponsorship would prevail on all networks. All were actively seeking sponsors, but at least one, ABC was understood nearer agreement with an advertiser outside the auto field.

A third car manufacturer, Ford, did figure in last week's developments: The final wrap-up on the Packard-CBS Radio contract, it was reported, awaited Ford's clearance of the network's use of its anchor man, Robert Trout, in describing the ceremonies on behalf of rival Packard. Ford is one of the sponsors of the nightly series of five-minute newscasts by Mr. Trout. There was precedent, however, for belief that this conflict would be cleared away.

Most recent precedent, also involving Mr. Trout and CBS Radio, came during the national election coverage when Mr. Trout, who also is sponsored by Admiral in a regular series, handled the "anchor man" role in election-night broadcasts for an Admiral rival, Westinghouse. In that case the problem of not identifying Mr. Trout too closely with a competitor of a regular Trout sponsor was solved by putting an "intermediate" broadcaster on the air between him and the Westinghouse commercials.

Although announcement of the Packard-CBS Radio contract awaited clearance of Mr. Trout's participation, it was estimated unofficially that Packard would pay approximately $56,000 for 2½ hours of coverage. The Packard CBS-TV deal, all set and announced Tuesday, was reported unofficially to come to about $185,000 for about 4½ hours of coverage.

As in the case of the NBC-General Motors contract, the CBS arrangements call for Gen. Eisenhower's actual oath-taking and Inaugural address to be presented unsponsored, as a public service of the respective networks. These ceremonies are expected to extend from noon to about 1 p.m.

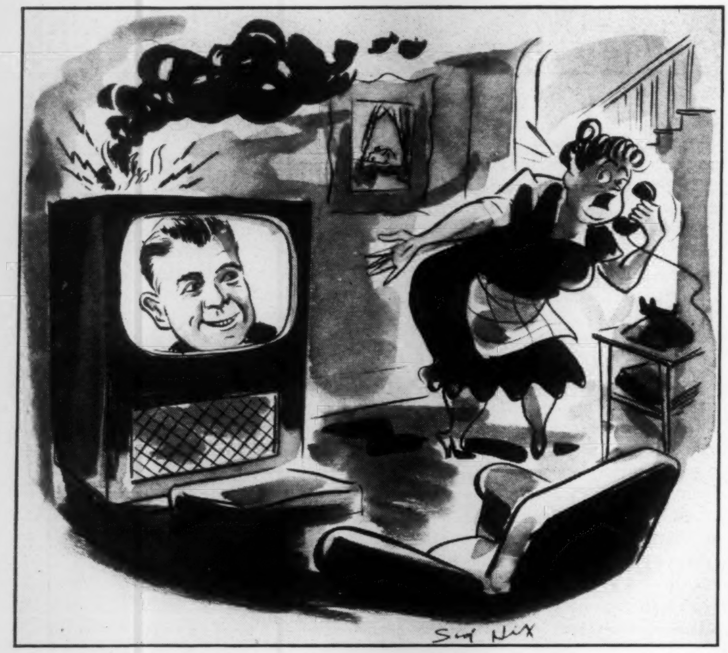
The sponsored coverage by both the CBS and NBC networks will start at 11:30 a.m., with the Presidential procession from the White House to the Capitol. After the Inaugural address, however, sponsorship plans vary.

CBS Radio plans to stop its coverage at 1 p.m. and pick up again at 4:30 p.m. for an hour recap of highlights up to that time, while CBS-TV will continue until approximately 4 o'clock (or whenever the parade is completed). NBC radio coverage for General Motors runs from the completion of the Inaugural address until 2:30 p.m., while GM's NBC-TV coverage will continue until about 4:30 p.m.

Unlike the NBC-General Motors package, the CBS-Packard plans call for sponsorship of radio-TV coverage of the Inauguration Ball from 11 p.m. till midnight.

CBS-TV's plans for the event, as announced by News and Public Affairs Director Sig Mickelson will employ 16 TV cameras along Pennsylvania Ave. and in the National Guard Armory, scene of the Inauguration Ball. Walter Cronkite will be "anchor man" for running commentary, with Eric Sevareid, Edward R. Murrow, Lowell Thomas, Charles Collingwood, Don Hollenbeck, Ron Cochran, and Bill Shadel among the newsmen assisting him. Paul Levitan, CBS-TV news and public affairs producer, is in charge of coverage arrangements.

Mr. Mickelson estimated more than 20 million TV sets will be in use by Inauguration Day.



"Hello . . . CBS? . . . Arthur Godfrey's on fire!"
Drawn for BROADCASTING • TELECASTING by Sid Hix

RADIO SPOTS
Six Advertisers Begin Short-Term Saturations

AS PART of a sweeping trend toward short-term saturation radio spot schedules, at least six major advertisers are joining the already active automotive companies in the use of that flexible type of exploitation.

Taking a leaf from the book of local advertisers, such as department stores, which for years have used short-term radio spots to promote special sales, national sponsors are flocking to the technique as a means of introducing new models and new products, supplementing TV coverage, and sparking special-offer drives.

Among auto companies using this concentrated means of promotion to introduce new models are: DeSoto, Lincoln-Mercury, Ford, Plymouth, and Kaiser-Frazer.

The six non-automotive firms known to be undertaking these short-burst campaigns are: Druggists Supply Co., Continental Oil Co., Rapid Shave cream, Swansdown, General Electric (TV sets) and Cashmere Bouquet.

Druggists Supply Co., through Ruthrauff & Ryan, New York, is promoting the local independent druggist in a two-week campaign starting Dec. 1 in 120 markets.

Continental Oil Co., through its present agency, Geyer Adv., New York, added a spot campaign starting last Monday and Dec. 1 to run until Jan. 1 in more than a half-dozen markets. Effective that date the account moves to Benton & Bowles, New York. The latter agency is understood to be recommending radio and TV spots but nothing will be decided upon definitely until after the first of the year.

Colgate - Palmolive - Peet Co., through William Esty & Co., New York, is conducting its campaign for Rapid Shave cream through Dec. 31 in about 10 markets.

General Electric Co. (television sets), through Maxon Inc., New York, is carrying on a six-week campaign using 232 radio stations in 99 radio markets.

Cashmere Bouquet hand lotion, through Sherman & Marquette, New York, is starting today (Monday) a three-week campaign in 25 markets [B•T, Nov. 10].

General Foods Corp. (Swansdown) also began on Nov. 17, for three weeks, a radio campaign [B•T, Nov. 10] through Young & Rubicam, New York.

Among Advertisers

Among the auto advertisers, De Soto, through BBDO, New York, used a six-day campaign; Lincoln-Mercury, through Kenyon & Eckhardt, New York, varied its schedule from three days to a week and a half; Ford Motor Co., through J. Walter Thompson Co., used a two-week saturation schedule; Plymouth, through N. W. Ayer & Son, Philadelphia, employed one week while Kaiser-Frazer, which originally placed a two-week campaign to start today, has doubled its intensity effective this week, through William H. Weintraub Co.

Meanwhile, Mennen Products will expand its list of 65 markets, starting Dec. 1, with 52-week spot announcement contracts in at least 25 other markets. Kenyon & Eckhardt, New York, is the agency.

Kingan & Co., Indianapolis, will place a 13-week saturation radio campaign in Los Angeles, Seattle and San Francisco, starting Jan. 1, through Warwick & Legler.

KMPC SALE
Autry, Reynolds, Others Pay Some $800,000

WITH details to be ironed out, sale of KMPC Los Angeles for approximately $800,000 from the G. A. (Dick) Richards estate and other minor stockholders to a group of eight stockholders, headed by Gene Autry and Robert O. Reynolds [B•T, Nov. 10], was completed last week.

Application for approval of the transfer of the station to the new owners was scheduled to be filed with the FCC in about 10 days.

New stockholders will be headed by Mr. Autry, radio-TV-screen cowboy star and principal owner of KOOL Phoenix, KOPO Tucson and KNOG Nogales, all Arizona. KOPO last week received a grant for a TV station in Tucson.

Associated with Mr. Autry, who is expected to be 51% owner and president of the KMPC licensee, are the following known stockholders: Mr. Reynolds, present vice president and general manager of the station; Lloyd Sigmon, now vice president and assistant general manager of the station, both of whom will continue in those positions; Wesley Nutten Jr., attorney, secretary, and Orren Mattison, station auditor, treasurer.

Other Stockholders

Names of other stockholders and the exact breakdown of stockholdings were not available at the end of last week.

The Richards estate is the major stockholder. Among the other present owners is Frank E. Mullen, TV consultant and former NBC executive vice president, who owns 10% of the station.

KMPC was established in 1927 as "The Station of the Stars." It operates on 710 kc, with 50 kw day, 10 kw night. It recently turned back a five-year-old CP for 50 kw nighttime, directional, due to technical difficulties in staying within the conditions of the grant [B•T, Sept. 22]. Non-affiliated, KMPC is represented by H-R Representatives.

Mr. Reynolds **Mr. Autry**
. . . *head buying group*

WTTM PURCHASE
Peoples Co. Pays $225,000

ACQUISITION of WTTM Trenton, N. J., by Peoples Broadcasting Co., wholly owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., for $225,000 was consummated last Thursday, subject to customary FCC approval.

S. Carl Mark, WTTM president and general manager, sold 100% of the stock to the Murray Lincoln concern, which also operates WRFD Worthington, Ohio, and WOL Washington. Herbert Evans, vice president and general manager of Peoples, said the acquisition is part of a radio expansion program by the Lincoln interests. The station, which operates on 920 kc with 1 kw, is on NBC and is an applicant for TV Channel 41. The transaction was handled through Blackburn - Hamilton, radio-newspaper brokers.

AIMS SESSION
Held in Chicago

MANAGERS from 13 stations met in Chicago Thursday for a three-day closed business meeting of the Assn. of Independent Metropolitan Stations at the Conrad Hilton Hotel. The group, headed by Todd Storz, KOWH Omaha, who was elected the first secretary of AIMS Thursday morning, discussed behind closed doors all phases of their independent operations, with stress on costs and revenue. A major function of the group, which comprises 32 independent stations in cities of more than 200,000 population, is to exchange ideas and working methods with other association members.

After registration, Mr. Storz was elected secretary, with Bill Ware, KSTL St. Louis, assistant secretary, each to serve one-year terms. Mr. Ware will automatically succeed as secretary next year. These are the only two offices.

Hooper Speaks

Luncheon speakers each day included C. E. Hooper, C. E. Hooper Inc., New York, Thursday; Alex Drier, NBC Chicago commentator, Friday; and Bill Evans, WGN Chicago disc jockey, Saturday.

Mr. Hooper outlined his system of measuring out-of-home radio audiences "accurately and completely." These figures, when added to at-home audiences, provide a total on which time sales can be made, he declared. Answering a charge which he said has been made of his at-home measurements in multiple-set homes, Mr. Hooper stated his service "comes closer to complete reporting on all home sets than any other method."

Mr. Storz presided at the semi-annual AIMS meeting.

Others attending were T. S. Marshall, WOLF Syracuse; Bob Enoch, WXLW Indianapolis; Charles Balthrope, KITE San Antonio; Rollo Bergeson, KCBC Des Moines; Dave Wilburn, WXGI Richmond, Va.; Jim Ownby, WJXN Jackson, Miss.; Bob Templer, KREM Spokane; Steve Cisler, KEAR San Mateo, Calif.; F. Eugene Sanford, WKYW Louisville; Ralph J. Robinson, WACE Springfield, Mass., and Tom Baker, WKDA Nashville.

PROGRAM RATINGS VALIDITY

Discussed by Dorrell

RADIO program ratings have been used freely to measure radio and TV program popularity.

The November rating of a program is compared with its rating for October and with that for November 1951. It also is compared with the ratings of programs advertising products competing for public favor with those of its sponsor.

How valid are these comparisons? When does the difference in the ratings of two programs, or of the same program for different periods, represent a real difference in the size of the audience? And when is the difference merely a matter of the variation to be expected of any measurement based on a sampling of the total audience, as radio program ratings are?

These questions were raised Thursday by W. Ward Dorrell, research and program consultant of John Blair & Co., radio station representative, and of Blair-TV Inc., representing TV stations. Speaking at a luncheon meeting of the radio-TV discussion group, American Marketing Assn., in New York, Mr. Dorrell said the size of the sample is the chief factor affecting the amount of variation to be expected.

Noting that the measurer can increase his sample size at will, limited only by the amount of money the buyer is willing to spend, Mr. Dorrell stated that the basic question is: What precision do you wish?

Require Sample Sizes

"Should we be satisfied with a 20% plus or minus variation of the ratings?" he asked. "This may seem like far from precise tolerance, 40% overall. However, let us see the required sample size we would need to provide a 20% precision on ratings from one to 50. For a rating of five we will require a sample of 1,860 interviews, for a rating of 10 we will require a sample of 990 interviews, for a rating of 20, 560 interviews, etc."

But currently most ratings in radio are far below 10, Mr. Dorrell said. "In Los Angeles we find that most of the Hooper ratings are below four (1,010 periods or 91.5% of the reported periods). This is not unusual; in all large cities with multiple stations we find a similar condition.

"In television we do see many ratings that are large, but when we examine those periods which are for sale and currently being negotiated for we note a similar small range. In Los Angeles, for instance, we find that 82.5% of the daytime, weekday, TV Hooperatings are below three."

To provide 20% accuracy for these smaller ratings, Mr. Dorrell stated, requires samples of "2,380 for a rating of four, 3,200 for a rating of three, 4,850 for a rating of two and the almost impossible sample of 9,750 for a rating of one!

"When we consider that upwards of 150 periods are reported upon in current audience measurement reports, we realize that 150 times 9,750 requires the report be based on a total of 146,250 interviews. At current costs for interviewing we would find this cost far beyond any reasonable amount."

Analyzing the precision being delivered by current ratings, Mr. Dorrell said that with a sample of 225 calls, "for a rating of 10 the variation is approximately 40%; for a rating of five the variation is 60% and for a rating of one the variation exceeds 130%." Even when the sample is increased to 900, variations are quite large in the lower rating range, he said, with a rating of one having a variation of plus or minus 63%.

"Obviously, we will need samples many times larger than those in use in some syndicated reports to have a basis of confidence for making decisions involving so many thousands of dollars in expenditures," Mr. Dorrell declared. "It is our opinion that the minimum sample should be in the order of at least 1,800 for each period reported. This represents a considerable increase over the present base for many reports, particularly those based upon 225 homes called plus immediate recall; double or triple these sample sizes should be in order.

"If we cannot expect such an increase in sample size, we must then revise some of our thinking applied to the use of audience research," he stated. "We should encourage all who make daily use of audience measurements to be more cautious in their decisions based upon ratings and to have a better understanding of the significance, or more to the point, the lack of significance of the difference between two ratings."

To facilitate an understanding, Mr. Dorrell has prepared a series of charts showing, for samples ranging from 225 to 1,800, which differences between ratings are significant and which are not. These charts are being published with the Blair motto: "The Value of Information Is Measured by Its Reliability."

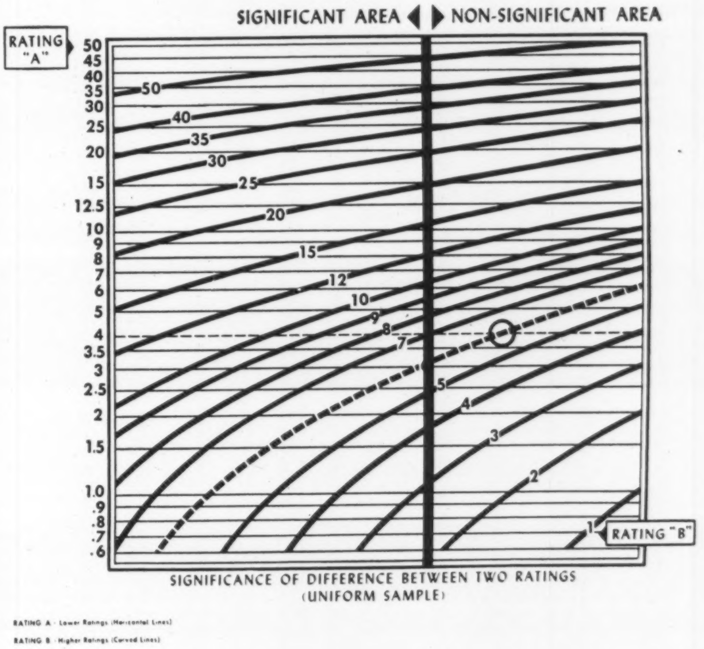
Taking two ratings—6 and 4—as its running illustration, the brochure shows that, for a sample size of 225, the difference between the two ratings is not significant and should not be relied on by the buyer as a true difference in audience size. When the sample size is increased to 375 the difference between ratings of 4 and 6 are still non-significant.

The chart reproduced on this page, drawn for a sample size of 450, shows that there still is no significant difference between the ratings of 4 and 6, although the circle representing the intersection of the two rating lines is closer to the line dividing the non-significant area from the significant area than it was on the earlier charts.

Not until the sample size has been increased to 1,200 does the difference between the rating of 4 and that of 6 become significant.

In distributing the brochure to the buyers of radio and TV time, the Blair organizations state:

"It is our hope that through the use of these charts, those concerned with broadcast ratings will . . . realize that larger sample sizes than those in common use today are necessary for greater precision."



THIS CHART uses a base of 450 attempted calls or interviews per program unit. To determine the significance of the difference between a rating of 6.0 and one of 4.0, select the curved line representing the 6.0, follow it to the right to the point where it intersects with the horizontal line 4.0 (circled).

MBS' MGM BLOCK

Mysteries to Replace

PLANS to substitute predominantly mystery shows for the unofficially estimated $2 million block of 10 weekly MGM Radio Attractions programs now carried on Mutual were reported last week, effective Dec. 29, as network officials launched a series of two-day regional meetings with affiliates.

The session, first in a series of six planned by MBS executives, got underway Thursday in New York with review-preview reports on all phases of network operations amid assurances by Thomas F. O'Neil, Mutual president and board chairman, of his faith in the continued progress of Mutual specifically and of radio generally.

Mr. O'Neil did not discuss Mutual's plans for television, although it has been known that the network is blueprinting TV syndication activities. He did say, however, that he expected radio and television generally to complement each other.

Decision to drop the MGM series after a year's "test" was officially reported by Julius F. Seebach, program vice president. It was attributed to the fact that these transcribed shows, while featuring top name talent, never really paid off for the network as they had been expected to do, although the portion offered for local co-op sponsorship achieved somewhat greater commercial success.

The programs chosen to replace the MGM block, which have occupied the 8-9 p.m. period Monday through Friday since the first of the year except for summer hiatus, are of the mystery type in all cases except for two audience participa-

(Continued on page 34)

SEPT. NETWORK GROSS

Includes $700,000 in Political Time

POLITICS added more than $700,000 to the gross time sales of the major radio and TV networks during September, according to the tabulations of Publishers Information Bureau on that month's investments of advertisers in network time. Political party organizations and committees supporting the Presidential candidates spent, at one-time rates, $397,320 for radio network time and $322,579 for time on the TV networks in September, first month of intensive campaigning.

No political group was a big enough spender to crash the select list of the top ten advertisers in either radio or TV networks, however. Tables I and IV, compiled by BROADCASTING • TELECASTING from PIB figures on the use of network time for individual products by individual programs, show Procter & Gamble Co. number one on both lists. General Foods Corp., General Mills, Colgate-Palmolive-Peet Co. and Lever Bros. Co. also appear among the top ten users of both kinds of networks.

Tobacco Firms Emphasize TV

It may be significant that three cigarette manufacturers — American Tobacco Co., Liggett & Myers Tobacco Co. and P. Lorillard Co.— are among the leading users of TV network time, whereas not a single cigarette concern shows up in the radio network top ten. The tobacco companies are still large users of radio network time, however, as a class, ranking fifth among all types of advertisers on the radio networks both during September and the first nine months of 1952.

First five advertising categories according to their September expenditures for radio network time (Table III) are foods, toiletries, soaps and cleansers, drugs and smoking materials, in that order. List is the same for the three-quarter year, except that drugs rank third and soaps fourth for this nine-month cumulative period.

Four of the same classes of advertising are among the top five TV network users (Table VI), with foods again first, but smoking materials second, toiletries third, soaps fourth and automotive advertising fifth. Drug products are not among the top five most extensively promoted by TV network advertising as they are on radio networks.

Leading advertiser in each product group using radio network time is listed in Table III, and for TV network time in Table V. Tables III and VI show the total combined expenditures for network time made by each class in radio and TV, both for September and for the January-September period, with 1952 compared to 1951.

* * *

Table I

Top Ten Radio Network Advertisers for September 1952

		Gross Network Time Costs
1	Procter & Gamble Co.	$1,465,456
2	Miles Labs.	595,021
3	General Mills	574,314
4	General Foods Corp.	432,669
5	Lever Brothers Co.	401,255
6	Gillette Co.	383,222
7	American Home Products Corp.	339,877
8	Sterling Drug	324,068
9	Campbell Soup Co.	313,613
10	Colgate-Palmolive-Peet Co.	291,876

* * *

Table IV

Top 10 TV Network Advertisers for September 1952

1	Procter & Gamble Co.	$1,291,890
2	Lever Brothers Co.	714,721
3	General Foods Corp.	604,221
4	American Tobacco Co.	502,220
5	Colgate-Palmolive-Peet Co.	468,664
6	General Motors Corp.	435,335
7	Liggett & Myers Tobacco Co.	401,915
8	General Mills Inc.	373,118
9	Kellogg Co.	368,372
10	P. Lorillard Co.	290,390

* * *

Table II

TOP NETWORK RADIO ADVERTISERS BY PRODUCT GROUPS FOR SEPTEMBER 1952

PRODUCT GROUP	ADVERTISER	AMOUNT
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$31,137
Apparel, Footwear & Access.	Brown Shoe Co.	15,844
Automotive, Auto. Equip. & Access.	General Motors Corp.	70,082
Beer, Wine & Liquor	Falstaff Brewing Corp.	79,120
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	69,321
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	146,143
Consumer Services	A T & T	77,408
Drugs & Remedies	Miles Labs.	595,021
Entertainment	Shipstead & Johnson Ice Follies	6,090
Food & Food Products	General Mills	567,648
Gasoline, Lubricants & Other Fuels	Standard Oil Company of Indiana	103,014
Household Equipment	Philco Corp.	122,485
Household Furnishings	Naumkeag Steam Cotton Co.	52,902
Industrial Materials	U. S. Steel Corp.	73,914
Insurance	Prudential Insurance Co. of America	111,866
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	60,517
Office Equipment, Stationery, & Writing Supplies	Hall Brothers	65,566
Political	Republican National Committee	204,900
Publishing & Media	First Church of Christ Scientist	13,290
Radios, TV Sets, Phonographs, Musical Instruments & Access.	R C A	58,757
Retail & Direct Mail	Dr. Hiss Shoe Stores	3,024
Smoking Materials	R. J. Reynolds Tobacco Co.	221,046
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,025,299
Toiletries & Toilet Goods	Gillette Co.	383,222
Transportation	Assn. of American Railroads	78,263
Miscellaneous	American Federation of Labor	100,319

* * *

Table III

GROSS RADIO NETWORK TIME SALES FOR SEPT. AND JAN.-SEPT. 1952 COMPARED TO 1951

PRODUCT GROUP	September 1952	Jan.-Sept. 1952*	September 1951	Jan.-Sept. 1951
Agriculture & Farming	$66,799	$537,954	$68,420	$485,135
Apparel, Footwear & Access.	40,402	235,681	17,557	519,588
Automotive, Auto. Equip. & Access.	322,839	2,819,104	299,004	3,113,596
Beer, Wine & Liquor	95,803	1,701,275	130,486	2,636,355
Bldg. Materials, Equip. & Fixtures	105,988	786,786	109,352	1,053,510
Confectionery & Soft Drinks	333,212	4,300,755	322,640	4,618,585
Consumer Services	157,184	1,637,673	160,886	2,072,698
Drugs & Remedies	1,447,027	15,286,674	1,331,130	16,777,832
Entertainment & Amusements	6,090	6,090	5,723	5,723
Food & Food Prod.	2,985,509	26,933,657	2,930,006	31,876,460
Gasoline, Lubricants & Other Fuels	451,806	3,988,787	401,878	4,305,544
Horticulture	....	109,923	1,500	87,894
Household Eqiup.*	600,853	3,572,759	242,299	2,111,100
Household Furnishings	137,277	974,662	81,285	720,659
Industrial Materials	217,999	1,422,867	190,784	1,512,697
Insurance	263,160	2,602,376	263,406	2,387,678
Jewelry, Optical Goods & Cameras	60,517	587,565	109,947	873,341
Office Equip., Writing Supplies & Stationery	65,556	427,113	64,608	453,900
Political	397,320	506,289	....	....
Publishing & Media	13,290	492,220	46,766	268,707
Radios, TV Sets, Phonographs, Musical Instruments & Access.*	135,738	1,185,756	293,990	2,143,839
Retail Stores & Direct by Mail	3,024	21,438	1,185	28,286
Smoking Materials	1,041,879	12,069,433	1,269,225	15,120,444
Soaps, Cleansers & Polishes	1,589,147	13,532,568	1,274,944	13,340,141
Toiletries & Toilet Goods	1,841,329	16,646,080	1,753,644	19,700,414
Transportation-Travel & Resorts	78,263	681,684	88,758	913,724
Miscellaneous	428,886	3,808,615	401,223	3,776,816
TOTALS	$12,886,897	$116,875,784*	$11,860,646	$130,904,666

Sources: Publishers Information Bureau

* National political convention programs not included.

* * *

Table V

TOP TV NETWORK ADVERTISER IN EACH PRODUCT GROUP FOR SEPTEMBER 1952

PRODUCT GROUP	ADVERTISER	AMOUNT
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$ 57,705
Automotive, Auto. Access. & Equip.	General Motors Corp.	375,570
Beer, Wine & Liquor	Pabst Brewing Co.	148,120
Bldg. Materials, Equip. & Fixtures	Glidden Co.	27,255
Confectionery & Soft Drinks	American Chicle Co.	128,708
Drugs & Remedies	American Home Products Corp.	196,650
Entertainment & Amusements	Chicago Bears Football Club	1,500
Food & Food Products	General Foods Corps.	604,221
Gasoline, Lubricants & Other Fuels	Texas Co.	131,925
House Equip. & Supplies	Westinghouse Electric Corp.	240,192
Household Furnishings	Armstrong Cork Co.	99,090
Industrial Materials	Revere Copper & Brass	82,695
Insurance	Prudential Insurance Co. of America	47,790
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	55,870
Office Equip., Stationery & Writing Supplies	Hall Brothers	94,200
Political	Republican National Committee	159,186
Publishing & Media	Curtis Publishing Co.	77,025
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	134,640
Retail Stores & Direct by Mail	Drugstore Television Productions	101,341
Smoking Materials	R. J. Reynolds Tobacco Co.	646,765
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,055,245
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	281,240
Miscellaneous	Quaker Oats Co.	95,580

* * *

Table VI

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1952 COMPARED TO SAME PERIOD 1951

PRODUCT GROUP	September 1952	Jan.-Sept. 1952*	September 1951	Jan.-Sept. 1951
Apparel, Footwear & Access.	$241,476	$2,191,626	$397,684	$2,102,767
Automotive, Auto. Acess. & Equip.	1,129,730	10,680,026	965,553	7,600,451
Beer, Wine & Liquor	388,637	4,196,786	614,974	4,014,461
Bldg. Materials, Equip. & Fixtures	27,255	356,269	4,200	11,890
Confectionery & Soft Drinks	355,997	3,640,286	391,661	2,186,194
Consumer Services	....	256,686	8,940	336,562
Drugs & Remedies	473,203	3,884,822	186,935	1,493,174
Entertainment & Amusements	1,500	1,500	....	....
Food & Food Products	2,923,833	25,537,492	2,410,957	17,915,462
Gasoline, Lubricants & Other Fuels	299,275	2,635,063	236,937	1,847,232
Horticulture	....	12,370	....	....
Household Equip. & Supplies*	732,640	7,203,983	758,184	5,256,268
Household Furnishings	126,577	1,587,763	323,570	2,497,249
Industrial Materials	247,010	2,828,504	155,235	2,133,199
Insurance	81,810	342,738	42,360	289,350
Jewelry, Optical Goods & Cameras	163,170	1,602,614	122,461	1,370,020
Office Equip., Stationery &Writing Supplies	94,200	1,136,455	120,510	413,130
Political	322,579	465,301	....	....
Publishing & Media	81,529	635,925	113,100	644,258
Radios, TV Sets, Phonographs, Musical Instruments & Acess.*	238,135	3,058,773	362,285	3,596,536
Retail Stores & Direct by Mail	101,341	915,842	165,988	1,524,634
Smoking Materials	2,360,879	20,360,772	1,665,155	12,044,459
Soaps, Cleansers & Polishes	1,836,245	14,124,664	1,072,554	6,939,621
Toiletries & Toilet Goods	2,017,611	17,165,201	1,659,331	10,270,919
Miscellaneous	154,140	1,316,873	141,557	891,783
TOTALS	$14,398,772	$126,098,334	$11,920,131	$85,379,619

Source: Publishers Information Bureau

*National political convention programs not included.

RCA's Study of the First Ultra-High Commercial Outlet

Portland's UHF Test Report

PORTLAND, Ore., is fortunate. Most of its people live in the part of the city that is flat—thus, are capable of receiving "good" uhf TV pictures from KPTV (TV), the first uhf television station in the country, which began commercial operation Sept. 20 [B•T, Sept. 22].

That is the gist of a five-day study of reception made by John P. Taylor, advertising manager of RCA Engineering Products Div. Mr. Taylor rode with an RCA Service Co. truck making spot checks throughout the city and environs of the level of reception of the Ch. 27 signals.

Mr. Taylor found that a Class A signal (74 dbu) extended out roughly 20 miles from the transmitter site on Council Crest, about two miles east of the downtown business center, and a Class B coverage (64 dbu) out about 30 miles.

Due to hills within those contours, the "good" coverage pattern of KPTV's signal takes the form of a rough butterfly outline, with the station's antenna where the insect's head would be.

Six major shadow areas—hills behind which the signal was not good enough for an adequate picture—were found by the RCA testing crew. Major dead area is immediately northwest of the transmitter, due to the elevations of the same ridge on which the antenna stands. Two other areas are directly northeast and east of the transmitter. One small area is east of the transmitter behind Mt. Tabor. These are all within the city limits. Farther east, outside the city proper, two other shadow areas show up — behind Rocky Butte and Kelly Butte.

Happily, according to Mr. Taylor, the shadow areas involve less than 5% of the population within the city limits and less than 12% of the population of the Portland trading center.

If power is increased, there might well be a decrease in the number and area of shadow spots, Mr. Taylor observed. He figured that if KPTV went up to a radiated power of 100-200 kw, it would adequately cover the whole Portland trading area of 739,400 people.

From other sources it was learned that neighborhood community television systems have sprung up in Portland shadow areas to bring KPTV's signals to hungry TV set owners living behind hills. Who is doing these installations could not be ascertained.

KPTV, owned by Empire Coil Co., New Rochelle, N. Y. (Herbert Mayer, president), parts manufacturer and licensee of WEXL (TV) Cleveland, radiates 16 kw from an antenna which is 1,000 ft. above average terrain.

The 1-kw transmitter and other gear were bought by Empire Coil from RCA-NBC's Bridgeport, Conn., experimental uhf TV station, which was in operation from 1949 to the latter part of last August. The equipment was trucked to Portland from Bridgeport and installed in two weeks. Special 548-554 mc antenna was built at Camden and installed within 24 hours after arriving in Portland Sept. 11.

Station, first in Portland area, estimated 26,600 TV sets in the area as of Nov. 1. Prior to KPTV, fringe signals were received in Portland from KING-TV Seattle, 130 miles away.

RCA Service Co.'s determination of a "good" picture was one which just overrode "snow." The average turned out to be about 66 dbu. It is estimated that 95% of the city's 383,700 population and 80% of the 355,700 population outside the city limits gets a "good" picture.

Checks were made on four radials from the antenna—north, east, south and west. A 30-ft. corner reflector antenna, having a gain of 9 db at 500 mc, was used, feeding into a U-70 selector which in turn operated a Model 630 TV receiver.

Key for uhf TV station operation in other cities, according to Mr. Taylor's conclusions, are contained in four factors. They are: (1) antenna height, (2) flatness of terrain, (3) frequency, and (4) population distribution.

Antennas should be at least 500 ft. above average terrain, Mr. Taylor estimated. That is to encompass as much line-of-sight reception as possible, he pointed out.

Terrain is the "predominating limitation on uhf coverage," Mr. Taylor stated. He also described use of shadowgraphs—topographical map with a small light at antenna site to simulate radiated signals. These show up shadow areas, although it was found that the TV dark area was not as long as indicated by a shadowgraph.

The higher the frequency, the less possibility there is of "fill-in" behind hills and other obstructions, Mr. Taylor observed. He also compared vhf coverage with uhf pattern, determined that although the lower frequencies would cover a far wider area, it would only cover some 6% more people —Channel 27 covers 88% of the Portland trading area population and a vhf channel would cover 94% of the population. However, vhf signals would fill in shadow areas, he pointed out.

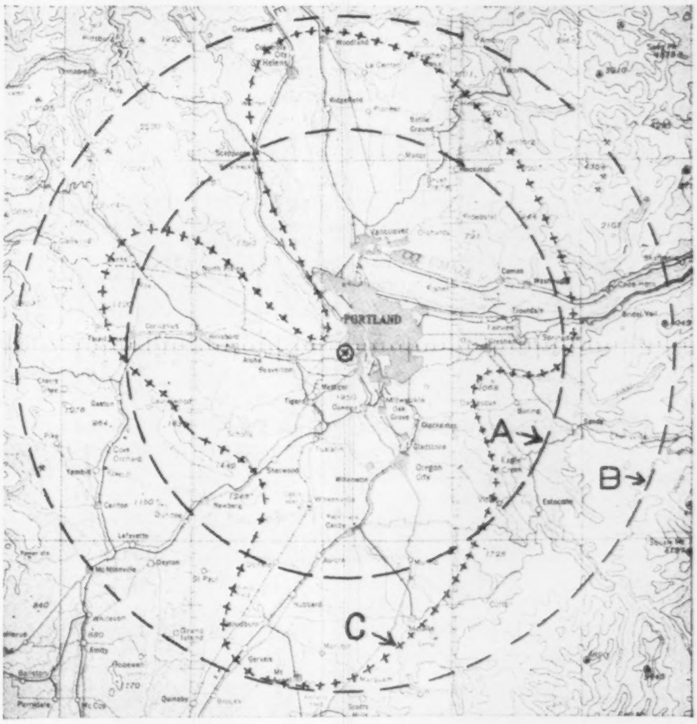
Even in hilly terrain, a uhf station might satisfactorily cover most of the people, Mr. Taylor said, if the residential area was in predominantly flat land. Since TV signals are for viewers, where they live is more important than where the signals go, he implied.

Uhf receiver installations are being easily handled by servicemen, Mr. Taylor found.

A copy of Mr. Taylor's report is available from the Broadcast Section, Engineering Products Dept., RCA Victor, Camden, N. J.

* * *

JOHN P. TAYLOR, author of first report on actual commercial uhf TV coverage, has been advertising and sales promotion manager of RCA Victor's Engineering Products Dept. since 1943, and with RCA since 1930. He was graduated from Harvard U. in 1929 with a B.S. in Electrical Communication, took graduate courses at Union College and U. of Pennsylvania. From 1933 to 1937, on leave due to a serious illness, Mr. Taylor turned to freelance technical writing. In his present executive position, Mr. Taylor is also editor of RCA's *Broadcast News* and supervises *Communications News*.



OUTER limits of KPTV (TV) Portland, Ore., coverage are shown on this topographical map of Portland area. Circle A, having 20-mile radius, corresponds to signal level of 74 dbu (5 mv/m). Circle B, with 30-mile radius, corresponds to signal level of 64 dbu (1.6 mv/m). However, terrain obstacles black out some of these areas, and outline C shows how Grades A and B coverage looks with this factor taken into account.

KPTV (TV) STATUS

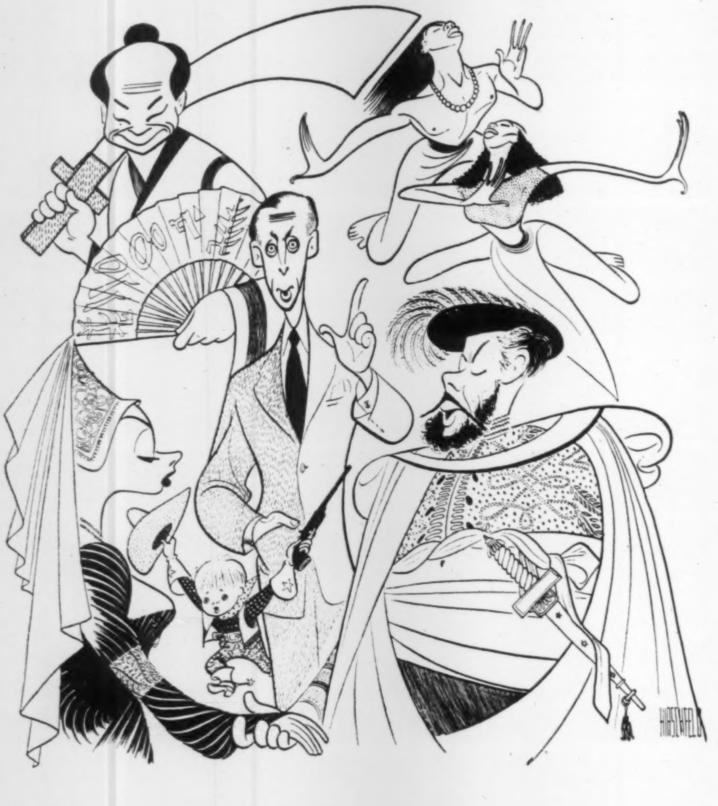
Now in Black, Mayer Says

MONTH after starting commercial operation, KPTV (TV) Portland, Ore., is in the black, according to Herbert Mayer, president of licensee, Empire Coil Co.

Portland's first TV station—and the country's first uhf outlet—is 80% sold out in Class A time, and 50% sold out in Class B and C time for national and local spots, Mr. Mayer told BROADCASTING • TELECASTING. Station, which began Sept. 20 [B•T, Sept. 22], operates 13 hours daily, Mr. Mayer said, with all network and film programs.

"By the end of the year, we should be as sold out as any station could possibly be," Mr. Mayer declared. He also estimated that Portland will have 75,000 TV sets by Jan. 1, 1953. (On Nov. 1 it had 26,600.)

IN REVIEW . . .



IN CENTER is Mr. Cooke. Others, starting at top left and running clock-wise, are: Mr. Green, Mr. Destine, Jeanne Ramoon, Mr. Harrison and Miss Palmer. Cowboy is Malcolm Broderick. Drawing is by Al- ◄ *bert Hirschfeld.*

BY ALL ODDS TV's largest and most lavish program, *Omnibus*, in its Nov. 9 debut matched quality with quantity by presenting a series of top-notch features in what might be called an intellectual variety show. In every one of its 90 minutes this new Sunday afternoon CBS-TV program was the answer to the plea of many viewers for adult entertainment from their TV receivers.

Conceived and produced by the TV-Radio Workshop of the Ford Foundation, *Omnibus* in its initial production was an adult program, but no more highbrow than, say, *Life* magazine, which the program much resembles in its widespread interest in all facets of the world around us. Robert Saudek, director of the workshop, has stated that the program is in no sense an American version of the BBC's "Third Programme," aimed at the intelligentsia, but is intended to appeal to the vast multitude of middlebrows who make up the majority of the broadcast audience as well as the majority of the population.

High spot of the first *Omnibus* telecast was the historical drama, "The Trial of Anne Boleyn," written especially for the program by Maxwell Anderson and superbly acted by Lilli Palmer as Anne and Rex Harrison as Henry VIII. To Alex Segal, director of the telecast of this play, must go a large part of the credit for the successful transmission of the dramatic intensity of the action through the cameras and into the minds and hearts of the viewers at home.

Another play in quite a different mood also was included in the first *Omnibus* program—William Saroyan's "The Bad Men," a shapeless bit of emotion in which two half-drunk Indians befriended an embittered girl and helped a five-year-old cowboy to capture them, to the annoyance of the harassed station master of the railroad depot in which the sketch was enacted. The playlet was introduced by its author, who, like Mr. Anderson, had written it for *Omnibus*.

Two films unlike anything previously shown on TV were the novelty items on the opening *Omnibus* bill. One was a Haitian voodoo number, thrillingly danced by Jean Destine to the pulse-quickening rhythms of the voodoo drum. The other was a series of X-ray motion pictures of a woman applying

* * *

make-up, a man shaving and a child eating a candy bar which cast a macabre shadow over these everyday actions in a vivid demonstration of how such films are aiding medical science in its fight against disease.

A beautifully produced condensation of "The Mikado," with Martyn Green as Koko, captured much of the charm of this classic operetta, but somehow missed the underlying humor which sets Gilbert & Sullivan apart, leaving the viewer with the feeling that he had seen a well-preserved museum piece whose chief interest lay in its antiquity.

Humor was the one missing element in what was otherwise a well-rounded program. One might smile at the whimsy of Mr. Saroyan or the quaintness of "The Mikado," but there was no opportunity for a chuckle, let alone a full-bodied guffaw. Even Alistair Cooke, whose writings and broadcast commentaries sparkle with humor, performed his duties of master of ceremonies as soberly as if he were conducting a guided tour of a medieval cathedral. To this reviewer, 90 minutes is too long to sit in solemn silence and *Omnibus* would be all the better for a touch of comedy.

Omnibus is designed as an experiment in commercial television, which will explore new paths in programming but always with the goal of finding types of TV entertainment which can be adopted by commercial sponsors. *Omnibus* itself has a sponsor, Willys-Overland Motors, and hopes to add others to a total of five for its 90-minute telecasts.

Mr. Saudek and his associates are to be warmly congratulated for making a fine start of what promises to be the most stimulating program series yet to emanate from a TV studio.

"Omnibus," on CBS-TV, 36 stations (25 live and 11 kinescoped), Sundays, 4:30-6 p.m.
First Sponsor—Willys-Overland Motors Inc.
Agency—Canaday, Ewell & Thurber Inc.
Producers—TV-Radio Workshop of the Ford Foundation
Executive Producer—Robert Saudek
Administration—John C. Turner
Producer—William Spier
Director—Andrew McCullough
For Production—Paul Feigay
For Film—Boris D. Kaplan
Set Designer—Henry May
Master of Ceremonies—Alistair Cooke
Writer—Alistair Cooke

ASCAP Gross Rises

WITH GROSS income of $10,375,000 for the first eight months of 1952, ASCAP should gross more than $15 million for the full year, according to the Society's treasurer, Louis Bernstein. Reporting to the ASCAP membership meeting in New York, Mr. Bernstein said ASCAP expenses for the eight-month period totaled $2,092,000 or 19% of the gross, slightly less than the usual 20%. Accordingly, writer and publisher members of ASCAP this year should receive somewhat larger royalty checks than for 1951, when the gross was approximately $14 million, of which about $12 million was distributed to members.

NARFD MEET

Set in Chicago, Nov. 29-30

NATIONAL Assn. of Radio Farm Directors will conduct its ninth annual convention Nov. 29-30 at Chicago's Conrad Hilton Hotel along the "know-how" theme, Sam B. Schneider, KVOO Tulsa, NARFD president, said last week.

An Indian theme, "Know-How Pow-Wow," will dominate the convention, which will include panel discussions, speeches and workshop sessions aimed at covering more ground concerning a radio farm director's job than has been attempted in other years, Mr. Schneider said.

President Schneider, at the Saturday morning opening session, will set the theme for the convention by emphasizing that "RFDs" are dedicated to agriculture. Workshops on "Fundamentals of Farm Broadcasting" are planned after various committee reports and the annual Sears, Roebuck Foundation luncheon.

Forum Plans

Phil Alampi, WJZ New York, will direct the convention forum, with a well known NARFD member handling each phase, including talks on tapes, interesting interviews, home economics and use of free handouts from commercial firms.

Other talks will bring to light answers to problems besetting television farm programs. Sandy Saunders, WKY-AM-TV Oklahoma City, will head a panel on TV and AM radio during the convention's second day.

Maury Malin, director of advertising for Ralston-Purina, St. Louis, will follow with a discussion of AM radio.

Also to be featured during the NARFD convention will be a report from Secretary of Agriculture Charles Brannan. Wallace Kadderly, agricultural information specialist with ECA in Paris, will report on foreign farm radio.

Awards Announcements

Among highlights of the two days will be presentations of the National Safety Council award to the farm director who has rendered exceptional service to safety on the farm, and of the American Farm Bureau Federation Award to the farm director who has best interpreted agriculture to the American public during the past year.

New officers will be named at the convention, which will offer a complete schedule of luncheons, banquets and social gatherings. Chairmen of all standing committees have planned a thorough convention program, according to President Schneider. The workshop idea, he believes, will enable both newcomers and veteran NARFD members to do a better liaison job among the farmer, the college and the advertiser.

NOW BALTIMORE GETS ONE!

WITH
FM
THE GOOD MUSIC STATION

In New York it's WQXR . . . in Washington it's WGMS . . . NOW, in Baltimore, it's WITH-FM! The Good Music Station! The dream station for lovers of good music!

From 11 A.M. till midnight, WITH-FM will broadcast only the world's greatest music, performed by the world's greatest artists. Special live broadcasts of such outstanding musical organizations as the National Symphony and the Julliard Quartet will be included.

Here's a ready-made, *class* audience for you. These music lovers are *loyal* listeners. The Good Music Station is their *favorite* station. Many of them won't listen to any other radio station.

And the rates are low—*way low!* Let your Forjoe man give you all the details about this great new advertising buy!

IN BALTIMORE **WITH-FM**
THE GOOD MUSIC STATION

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Thanks for a

The Associated Press could not have swept the election boards on November 4 without the magnificent cooperation of thousands of newsmen throughout the country. Their work—whether as AP staffers or stringers, or as staffers of member radio stations and newspapers—again enabled The Associated Press to score its own "landslide". The magnitude of their performance is attested by messages that poured in from radio members all over the country. These are typical:

"AP so far superior all night that there was no comparison. It got so I didn't even bother to look at other machine"—*Hal Phillips, News Editor, KTOK, Oklahoma City.*

"Coverage good, cooperation splendid"—*Thomas E. Martin, President, WAPX, Montgomery, Ala.*

"AP was right on top"—*Olaf Soward, News Editor, WIBW, Topeka, Kansas.*

"Good. All right!"—*Dick Gavitt, News Editor, KFH, Wichita, Kansas.*

"Our dependence on AP more than justified"—*Charles Price, KMLB, Monroe, La.*

"AP better than ever" — *Ross Charles, WATO, Oak Ridge, Tenn.*

"Beyond comparison competitively. Made me proud to be a member of AP"—*Len Higgins, KTNT, Tacoma, Wash.*

"Wonderful job. Although we are network, your regional returns hit us just right. Best ever"—*Tom Bostic, KIMA, Yakima, Wash.*

"AP way ahead—did much better job"—*Carleton Schirmer, Program Director, KFEQ, St. Joseph, Mo.*

"All right" — *Jack Griffin, News Editor, KWK, St. Louis.*

"AP good"—*Claude Dorsey, News Editor, KMBC, Kansas City.*

"Well pleased; AP fine"—*Rex Davis, Manager, KMOX, St. Louis.*

"Gave us everything wanted"—*Ed Hoerner, Program Director, WWL, New Orleans.*

"AP fast and complete . . . as usual. Depended almost entirely on AP"—*Les Mawhinney, News Director, Don Lee Broadcasting System, Los Angeles.*

"Fast and accurate. Filled the bill all the way"—*Howard K. Martin, General Manager, WALA, Mobile, Ala.*

"Good job. Ahead your oppositions, decidedly" — *Richard Oberlin, News Director, WHAS, Louisville.*

"Swell job!"—*Lester W. Lindow, General Manager, WFDF, Flint, Mich.*

"Finest and fastest election coverage job I've seen in 16 years of news handling"—*John W. Eure, News Director, WDBJ, Roanoke, Va.*

"Good! Whole national scene well handled"—*Allison McDowell, WEDO, McKeesport, Pa.*

"I was very happy with the service"—*Paul Long, KDKA, Pittsburgh, Pa.*

"Best election coverage ever given by AP"—*Norman Gallant, Manager, WFAU, Augusta, Me.*

"Splendid job all the way. We stuck with you all night"—*Jack Knell, Director, News and Special Events, WBT, Charlotte, N. C.*

LANDSLIDE!

"Couldn't have asked for finer state coverage. Accuracy of national wire gave us confidence in what we were reporting"—*Roy Elsner, Program Director, KECK, Odessa, Texas.*

"Best election coverage we ever had in Maine" —*Jack S. Atwood, Manager, WRDO, Augusta, Me.*

"Sincere compliments on election coverage!" —*Wes Cook, News Director, KIUL, Garden City, Kansas.*

"Finest election job I have ever seen AP perform"—*Robert S. Hix, General Manager, KRES, St. Joseph, Mo.*

"Fine and accurate! Way out in front all night long!"—*C. P. Vogel, Jr., Program Director, WGKV, Charleston, W. Va.*

"Fine sure-footed job!"—*Julian Goodman, Manager for AM and TV News, WRC, Washington.*

"Fast and concise! Gauged to the continuing needs of telecasting up-to-the-minute results" —*Robert B. Cochrane, Program Director, WMAR-TV, Baltimore.*

"AP fine, logical"—*Hale Bondurant, Manager, KFBI, Wichita, Kansas.*

"Couldn't have asked for better cooperation" —*Dick Goden, Program Director, KHQ, Spokane, Wash.*

"We were ahead"—*Cole E. Wylie, Owner, KREW, Sunnyside, Wash.*

"Up-to-the-minute, continuous and accurate!"—*Bill Dean, Program Director, WIBC, Indianapolis.*

"Well ahead nationally and regionally"—*Al Lowe, WNEX, Macon, Ga.*

"Congratulations! Fast, concise coverage" —*John Alderson, News Editor, WFBR, Baltimore.*

"Left absolutely nothing to be desired"—*George M. Burbach, General Manager, KSD and KSD-TV, St. Louis.*

"On top all the way! Filing was tailored to fit our broadcast schedule to the minute"—*Bob Shipley, News Editor, WSAV, Savannah, Ga.*

"Fastest I have seen yet"—*James Caldwell, Program Director, WAVE, Louisville.*

"Smoothest election coverage job I ever saw" —*Bob McCoy, KOB, Albuquerque.*

"Congratulations on a fine job"—*Paul White, News Director, KFMB, San Diego.*

"Congratulations on comprehensive, efficient coverage. Well organized, rapid, complete. Particularly impressed with your clear beat on Arvey's concession of Illinois"—*Ben Strouse, Vice President WWDC, Washington.*

"Excellent. A-1 in every respect. State coverage best ever and ahead of everybody else"—*Howard E. Pill, President, WSFA, Montgomery, Ala.*

"AP coverage, both state and national, was tip-top"—*Glenn Condon, News Editor, KRMG, Tulsa.*

"Extremely fine. We worked exclusively from your radio wire and found it entirely adequate as to speed, accuracy and good writing" —*Walter Paschall, News Director, WSB, Atlanta.*

"Terrific. Filled all non-network periods exclusively with AP"—*Horace Logan, program Director, KWKH, Shreveport, La.*

"Tops and well ahead of opposition"— *Max Sepaugh, WSLI, Jackson, Miss.*

"It was AP all the way here"—*Paul Goldman, KNOE, Monroe, La.*

"AP great. Whipped opposition"—*George Gow, News Editor, KANS, Wichita, Kansas.*

THE ASSOCIATED PRESS

ABC-UPT Proposal

(Continued from page 24)

for Cleveland and Cincinnati. Paramount Pictures officials made no estimates on where they would apply if free to do so.

Since approval of the merger would leave AB-PT with two TV stations in Chicago in conflict with the FCC's duopoly rule, Mr. Resnick also approved the sale of the facilities of WBKB (TV) to CBS for $6 million. ABC already owns WENR-TV there and UPT subsidiary Balaban & Katz owns WBKB.

Not significant, but one of the issues was whether the official transfer of control of KTLA (TV) Los Angeles to the new Paramount Pictures Corp., and of WBKB (TV) Chicago and WSMB New Orleans to UPT, occurred before the FCC approved—in contravention of the Commission's regulations on the subject.

Mr. Resnick held that failure to notify the FCC in time should not bar the approval of the transfers, which were in a sense involuntarily forced by court order. Prior FCC approval is not required for involuntary transfer of control.

However, Mr. Resnick took the opportunity to warn members of the FCC bar that the Commission's jurisdiction should be called to the attention of a court when radio properties are involved in a judicial order involving changes of ownership.

Fact that there is some overlap of stockholdings in Paramount Pictures, which owns KTLA (TV) Los Angeles and the to-be-formed AB-PT Inc., owning KECA-TV Los Angeles was found not to be significant enough to conflict with the FCC's duopoly rules, according to Mr. Resnick. Stockholders of the old Paramount Pictures Inc. received equal shares in both the new Paramount Pictures Corp. and UPT when the two new companies came into being in 1950.

SANGER CITED

Gets Columbia Award

ELLIOTT M. SANGER, executive vice president and general manager of WQXR-AM-FM New York, received one of two 1952 awards of the Columbia School of Journalism at a meeting in the Waldorf-Astoria Hotel Thursday commemorating the 40th anniversary of the school's founding. The other winner was Carl W. Ackerman, dean of the school and a member of its first class.

Mr. Sanger's citation stated that he "has for 16 years brought to the City of New York and to thousands within a radius of many miles of New York, superb music, objective news and cultural and public service programs over a station which he has developed into one of the most respected in the world."

FAMOUS Ralston Checkerboard trademark was the pattern in two gifts from Ralston Purina officials to H. S. Gardner, founder and board chairman of Gardner Adv., during 50th anniversary party [B•T, Nov. 10]. Mr. Gardner (r) wears a Checkerboard cap and a mammoth "campaign" button plugging "H. S. for president on the Checkerboard ticket." With him are J. V. Getlin (l), sales manager, Ralston Purina's Cereal Div., and Geoffrey Baker, vice president, Cereal Div.

AB-PT OFFICERS

Goldenson Would Be Pres.

HEADING the proposed American Broadcasting-Paramount Theatres Inc. radio-TV and theatre combination would be young, able, 47-year-old Leonard H. Goldenson, who came up from legal specialist in reorganizing Paramount Pictures' theatres to chief of its theatre division, and since 1950 president of United Paramount Theatres. He would be president of AB-PT.

Edward J. Noble, present chairman of the ABC board, would become AB-PT chairman of the finance committe and a director. Robert E. Kintner would remain president of the ABC Div. of AB-PT, and would also become a vice president and director of the parent company. Robert H. Hinckley, present ABC vice president, would remain as a vice president of AB-PT. Earl E. Anderson, ABC vice president, would become a director of AB-PT. ABC director Owen D. Young would serve in the same capacity for AB-PT.

To the ABC Div. would come these executives of UPT: Robert H. O'Brien, executive vice president and also vice president, secretary and director of AB-PT; Robert M. Weitman, vice president, also vice president of AB-PT.

Stations involved in the merger proposal are:

ABC — WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco.

UPT — WBKB (TV) Chicago (to be sold to CBS), WSMB-AM-FM New Orleans (half-owned by UPT).

THREE-dimensional sound recordings creating the effect of listening in the actual concert hall are being made at the U. of Illinois, Urbana. First such recording was made last week with Leopold Stokowski conducting the university's symphony orchestra.

MBS' MGM Block Dropped

(Continued from page 27)

tion-quiz shows which will be aired Friday nights. Many of them, it was reported, are known from experience to be commercially attractive.

Starting Dec. 29, Mr. Seebach disclosed, the following half-hour shows will be inserted in the 8-9 p.m. periods, with some available for network sale and others for local cooperative sponsorship:

Mon., *Falcon* and *Hall of Fantasy;* Tues., Mickey Spillane's *That Hammer Guy,* and *High Adventure;* Wed., *Crime Files of Flamand* and *Crime Fighters;* Thurs., *Official Detective* and *John Steele, Adventurer;* Fri., *Movie Quiz* and *True or False.*

The programs they will replace include *Woman of the Year,* the *MGM Musical Comedy Theatre, Adventures of Casanova, The Hardy Family,* and *Adventures of Maisie.*

In a discussion of the evolution of radio programming through the years, Mr. Seebach also said Mutual now is putting renewed emphasis on networking of programs that have shown outstanding success as local features. He cited, for example, WOR New York's John Gambling program and WGN Chicago's *Cliff's Family,* both being offered on the network as local co-op shows.

Hear Schmid's Reports

The approximately 40 persons representing affiliates at the New York regional meeting also heard reports from Robert Schmid, vice president in charge of advertising, research and press information. He said Mutual's overall presentation had been shown to more than 2,000 advertising agency men and women from coast to coast during the last six months. Bert J. Hauser, director of co-op programs, and E. M. Johnson, vice president in charge of station relations and engineering, who opened the meeting, presented Victor C. Diehm of WAZL Hazleton, Pa., chairman of District One of the Mutual Affiliates Advisory Committee.

The Friday session was to be devoted to a question-and-answer session, with affiliates putting the questions to network officials.

In addition to Messrs. O'Neil, Seebach, Schmid, Johnson, and Hauser, the Mutual delegation at the meeting included Executive Vice President William H. Fineshriber; J. Glen Taylor, vice president of General Teleradio Inc., General Tire & Rubber Co.'s radio-TV subsidiary (Mutual, WOR-AM-TV New York, and the Yankee and Don Lee networks); James Wallen, MBS treasurer; Charles Godwin, director of station relations; Robert L. Kennett, station relations division manager; and Francis X. Zuzulo, public relations and press information director.

Representatives of affiliates on hand included:

Kathryn Kahler and Mr. Diehm, WAZL Hazleton, Pa., and WIDE Biddeford, Me.; John Laux, WSTV Steubenville, Ohio; Jim Martinson, WDYK Cumberland, Md.; William H. Paulgrove, WJEJ Hagerstown, Md.; William E. Germann, WHUN Huntingdon, Pa.; Art Feldman, WLFH Little Falls, N. Y.; Charles King, WKAL Rome-Utica.

Rudy Marcoux, Ed K. Smith and Edgar F. Shepard, WCMB Harrisburg; Joel H. Scheier, WIRY Plattsburg, N.Y.; Harry L. Goldman, WROW Albany; Irving F. Lyke, WVET Rochester; Michael Ryan, WIEA Hornell, N. Y.; Bill Ewing and Edwin A. McKoen, WAMS Wilmington.

Andrew Jarema, WKOP Binghamton; Arthur Kyle, WNDR Syracuse; Flem Evans, WPLH Huntington, W. Va.; Berton Sonis, WTIP Charleston, W. Va.; Benedict Gimbel Jr., WIP Philadelphia; J. Patrick Beacon and Robert M. Drummond, WVVW Fairmont, W. Va.; Sam Townsend, WKST New Castle, Pa.; Thomas A. Tito and Bill Graham, WAZL Hazleton, Pa.

Norman Read, Herman Paris and Ben Strouse, WWDC Washington; Robert L. Dreher, WGAL Lancaster, Pa.; Harold Pat Kane, WJOC Jamestown, N. Y.; William Crawford, WOR New York; John H. Stenger, WBAX Wilkes-Barre; Joseph R. Brandy, WSLB Ogdensburg, N. Y.; John W. Downing, WBOC Salisbury, Md.

Milton J. Borgstein, WMAJ State College, Pa.; Stuart W. Phillips and Henry Gladstone, WCRO Johnstown, Pa.; Mr. and Mrs. Roy F. Thompson, WRTA Altoona.

Subsequent regional meetings are to be held as follows: Chicago, today (Monday) and Tuesday; Salt Lake City, Thursday and Friday; Atlanta, Dec. 1-2; Biloxi, Miss., Dec. 4-5; Dallas, Dec. 8-9.

NARTB EXHIBIT

Heavy Equip. Plans Begin

PLANS for the heavy-equipment exposition at the NARTB convention in Los Angeles April 28-May 1 were set rolling last Thursday at a meeting of NARTB officials and heavy-exhibitor members in New York.

A score of exhibitors attended the meeting to hear of floor space availabilities in the Biltmore Hotel convention headquarters and to submit estimates of respective space requirements to Arthur Stringer, consultant to NARTB and exposition director for the convention.

Clair McCollough of the Steinman stations, who is chairman of the NARTB Convention Committee, said arrangements had been made to provide more space for heavy exhibits than was available when the convention was held in Los Angeles in 1948, and that a record number of requests for space reservations was indicated.

In all, it was estimated, 11,000 square feet will be available to heavy exhibitors.

Court to Review

SUPREME COURT last week agreed to review a lower court verdict that the New Orleans Times-Picayune Publishing Co. violated the anti-trust laws by requiring advertisers to buy classified advertising in both its morning *Times-Picayune* and evening *States.* The Appeals Court decision followed a Dept. of Justice suit against the New Orleans newspaper. The Supreme Court's decision is expected to have some importance to newspaper-radio owners as well as publishers of morning and evening newspapers.

Revealed by

the Dr. Forest L. Whan Survey

of the Boston Trade &

Distribution Area

RADIO STATIONS "LISTENED TO MOST" BY NEW ENGLANDERS

STATION	DAYTIME	NIGHTTIME
WBZ	**15.3%**	**19.6%**
Station B	12.3	6.5
Station C	9.8	5.8
Station D	5.0	3.4

(from Whan survey, page 21)

In other words:

1 Day or night, more people "listen most" to WBZ than to any other station in New England.

2 At night the preference for WBZ over its nearest competitor is better than 3 to 1.

.. and how about newscasts?

New Englanders are news hungry; they've always been keen to have the latest news. And when it comes to news *sources,* more New Englanders get their news from radio than any other medium, including newspapers. And the radio station they prefer for news—any time of day or night—is WBZ. Here's the listening situation in New England:

RADIO STATIONS PREFERRED FOR NEWSCASTS

USUALLY HEARS	MORNING NEWS	NOONTIME NEWS	SUPPERTIME NEWS	LATE EVENING NEWS
Station WBZ	**15.7%**	**17.0%**	**21.9%**	**25.5%**
Station B	13.7	12.6	12.5	13.7
Station C	10.3	8.8	9.7	10.7
Station D	7.2	6.3	6.8	5.5

(Whan survey, page 23)

In this comprehensive report, the most thorough audience-survey ever completed in New England, you'll find precise, dependable guides to efficient use of your time-buying dollar.. by day, by night, by specific hour, by types of program. We invite you to consult this impartial report and then choose the New England station that looks best for your purposes. If you haven't a copy, get in touch with WBZ or Free & Peters.

WBZ

BOSTON **reaches the most people, most often, in all New England!**

50,000 WATTS

NBC AFFILIATE **WESTINGHOUSE RADIO STATIONS Inc**

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NEW HAVEN welcome is accorded fur-collared Dwight D. Eisenhower by Rudy Frank, promotion manager of WELI that city, during the President-elect's New England tour on the eve of election. Man in center is unidentified.

PROPHET DUNBAR
Political Score Above Par

WKZO Kalamazoo and WJEF Grand Rapids, Mich., John E. Fetzer stations, claim prophetic powers for their news commentator, Dr. Willis Dunbar. Here's a list of his top achievements for the year:

Republican Convention—Predicted three days in advance that Eisenhower would beat Taft on first ballot. It happened that way.

Democratic Convention—Predicted five days in advance that Stevenson, or a dark horse, would be nominated.

Nov. 2—"It looks to this observer like Eisenhower would win by a very large majority. Gov. Williams (Mich.) will get largest vote of any Democratic candidate in state and win by a narrow margin."

Nov. 4 — Predicted Eisenhower "landslide."

NARND MEET
Newsmen Urged to Attend

RADIO and TV newsmen were invited last week by Tom Eaton, WTIC Hartford, first vice president of National Assn. of Radio News Directors, to attend NARND's seventh annual convention Dec. 1-3 at the Hollenden Hotel, Cleveland.

In the belief the meeting "will go a long way toward advancing radio-TV news professionally," Mr. Eaton explained that attendance is not limited to NARND members. Station managers will be invited this year because NARND feels the front office should have a sympathetic understanding of its functions.

Professional workshops will be held for radio and TV newsmen, with topflight figures being lined up to conduct clinical studies. The popular "bull session" feature will be repeated. Ted Koop, CBS Washington news director, will lead the discussion on impact of radio and television coverage of news conferences.

EQUAL TIME ISSUE
Finds FCC Unhurried

FCC has virtually written off complaints raised during the recent political campaign involving problems of equal time opportunities and station clearances, it was learned last week.

Obviously marking time until the new Republican administration takes office next Jan. 20—and partly because the election rendered some complaints academic—the Commission has sidestepped issues posed by the Democratic National Committee, Allen B. DuMont Labs. and GOP spokesman Harold Stassen.

FCC reportedly has reminded the Democratic National Committee that the overall yardstick for political programs is the presentation of all views. The committee claimed that ABC refused to give it equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell, though it acknowledged that in the main the network had been fair throughout the campaign [B•T, Nov. 10].

It's conceded unofficially in FCC quarters that the Winchell case and purported $2 million GOP spot "blitz" plan claimed by the Volunteers for Stevenson are closed incidents [CLOSED CIRCUIT, Nov. 10].

The Democratic committee did not officially file a complaint on the Winchell incident but only submitted a copy of the protest wired by Committee Chairman Stephen Mitchell to ABC President Robert Kintner.

Stassen Answer

The Commission reportedly advised Mr. Stassen that Sec. 315 of the Communications Act (on equal time requirements) does not seem applicable to his charge that CBS had "declined to offer" him equal time to reply to a United Auto Workers telecast. The Commission thus upheld CBS' position that the act is not applicable because Mr. Stassen was not a candidate [B•T, Nov. 3].

In the DuMont case, FCC requested more specific data on DuMont's charges that some TV stations had declined to carry the network's political programs on grounds of basic affiliation with other networks.

In still another case, Commission sources said FCC had received as yet no communication from Sen. Joseph McCarthy (R-Wis.), who threatened to seek revocation of license of KING-TV Seattle. Station asked the Senator to delete what it considered libelous remarks from his script and when he refused, cancelled his scheduled TV appearance. Sen. McCarthy was speaking on behalf of Sen. Harry Cain (R-Wash.), who was running for reelection.

In its reply to DuMont counsel, W. A. Roberts of Roberts & McInnis, Washington law firm, FCC said:

> **So that we may give further consideration to the problem you pose, it is requested that you furnish us with more detailed information. . . . We do not know, for example, which local stations have refused to clear time . . . which of these have assigned "parent network" reasons for declining DuMont's political business and the controlling terms of your affiliation agreements with these stations.**

Counsel for DuMont claimed the network was unable to "clear sufficient stations on national and regional hookups" for political broadcasts, presumably for the Democratic Party. It quoted stations as replying, on advice of counsel, that they need not clear time except for their respective "parent" networks. Counsel explained:

> It is quite obvious that the present practice, and a further extension of this doctrine, would force all national political programming over television into the control of a single network or possibly two networks. Because of the great number of one and two station cities, we conceive this to be opposed to the public interest, in violation of the policies announced by the Commission and conducive to dangerous monopoly.

DuMont asked FCC to issue a "policy statement" declaring its position "regarding the basic question of the public service responsibility of a local station" on this question. Apart from the immediate case, counsel said, "the situation presents a basic question for determination by the Commission for this and for future years." Counsel noted FCC's "keen interest" in monopoly aspects of radio-TV.

RWG ELECTIONS
Council Members Chosen

RESULTS of Radio Writers Guild elections in the eastern and western region were announced last week. Hector Chevigny was elected national president [B•T, Nov. 10], while Philo Higley and Ben Starr were chosen vice presidents of the eastern and western regions of the RWG, respectively.

Council members elected in the Eastern region were: John Stradley, John Merriman, Ira Marion, Bruce Marcus and Franklin Weiner. Alternates: Robert Cenedella, Lillian Schoen, Graham Grove, Abram Ginnes and Sam Moore. In the Western region council members chosen were: Milton Merlin, Irvin Ashkanazy, Sherwood Schwartz, Van Perrin, Howard Blake, Pauline Hopkins, David Friedkin and Bud Lesser. Alternates: Gomer Cool, William Freedman, Les Farber, Jerry D. Lewis and Mort Fine.

Thesaurus Yule Package

RCA THESAURUS sent last week subscriber stations a special "7 in 1" Christmas package designed for local sponsorship. The program package includes such transcribed Christmas classics as Charles Dickens' "Christmas Carol"; a dramatization of "A Visit From St. Nicholas," and "The Story of the Nativity," starring Walter Hampden.

Remarkable Martin

WTAM Cleveland newswriter Gene Martin forecast the Eisenhower landslide in the Presidential election with an uncanny degree of accuracy, according to WHAS Louisville News Director Dick Oberlin. Mr. Oberlin said he received a letter from Mr. Martin "weeks" before the election in which Mr. Martin said the GOP nominee would carry 36 to 40 states, including Texas, Virginia and Florida, would receive "400 or more electoral votes," and would carry Ohio by as much as Sen. Taft won in the Taft-Ferguson Senatorial race. "Republicans might even carry Kentucky," wrote Mr. Martin. With final Kentucky returns still incomplete, candidate Stevenson last Wednesday had a narrow majority by unofficial returns, and a "good many" absentee ballots still to be counted are running 2-1 for President-elect Eisenhower, Mr. Oberlin said.

JONES VERDICT
Appealed and Supported

OPPOSING counsel in the Duane Jones conspiracy case submitted briefs in New York County Supreme Court last week with defense attorneys seeking dismissal of the suit and Mr. Jones' lawyers insisting upon upholding the jury verdict of $300,000 against eight defendants [B•T, Nov. 3].

Defense counsel Neil P. Cullom, in a brief filed Monday, moved for dismissal on the grounds that there was no evidence to support the verdict. Brief noted that although the conspiracy allegedly was "conceived, engineered and masterminded by Manhattan Soap Co. and its treasurer, Frank Burke," the company was excepted from the jury's verdict. It further cited testimony by Mr. Jones that neither Manhattan Soap Co. nor Mr. Burke received any "financial benefit, directly or indirectly, as a result of the alleged conspiracy."

Mr. Jones' counsel, Thomas F. Boyle, filed a brief Wednesday declaring that the jury had rendered its verdict after proper instructions from the court. It stated that Manhattan Soap Co. should have been included in the verdict and noted that the plaintiff has a motion before the court to that effect.

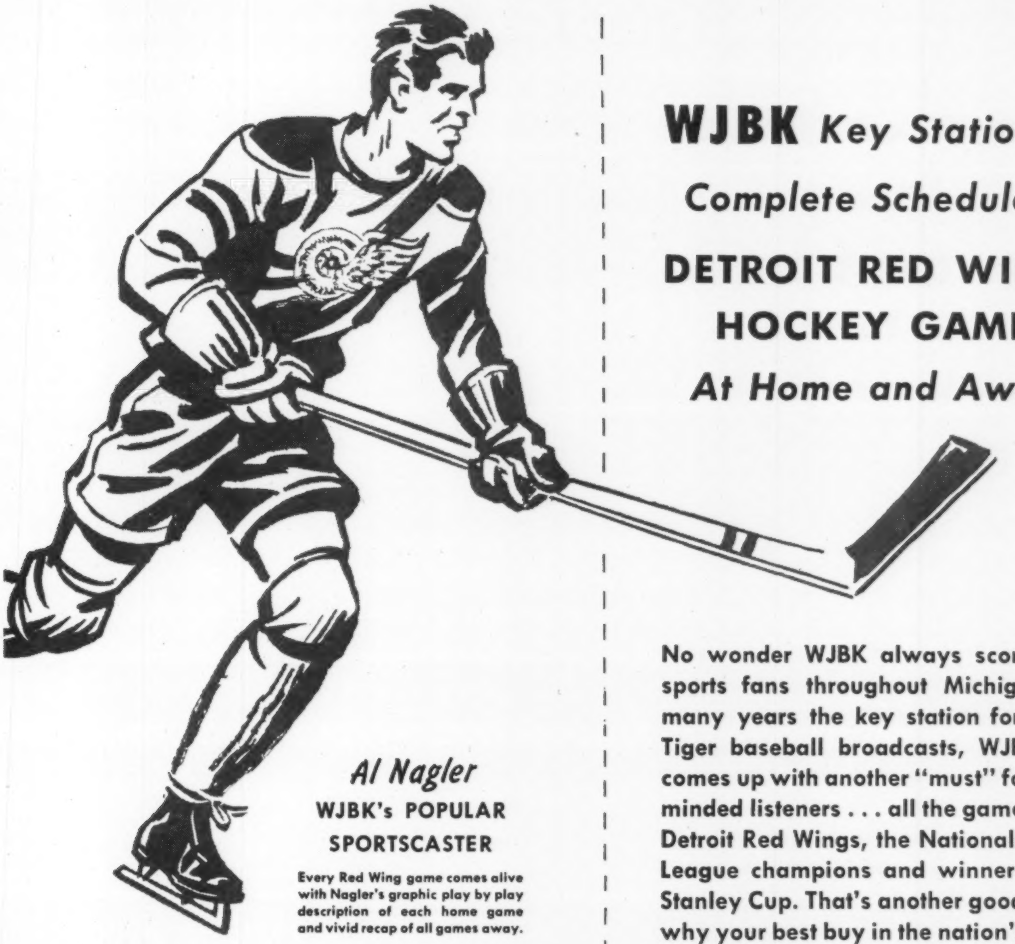
Judge Dennis O'Leary Cohalan gave Mr. Cullom until last Friday to file a counter-brief.

Kennedy Named

REV. Dr. James W. Kennedy, director of Christ Church, Lexington, Ky., has been named acting executive director of the recently-established radio and television division of the National Council of The Protestant Episcopal Church, headquartered in New York.

Exclusive on WJBK!

HOCKEY CHAMPS ON DETROIT'S CHAMP SPORTS STATION



WJBK *Key Station for Complete Schedule of*

DETROIT RED WINGS HOCKEY GAMES

At Home and Away!

Al Nagler

WJBK's POPULAR SPORTSCASTER

Every Red Wing game comes alive with Nagler's graphic play by play description of each home game and vivid recap of all games away.

No wonder WJBK always scores with sports fans throughout Michigan! For many years the key station for Detroit Tiger baseball broadcasts, WJBK now comes up with another "must" for sports minded listeners . . . all the games of the Detroit Red Wings, the National Hockey League champions and winners of the Stanley Cup. That's another good reason why your best buy in the nation's hottest sports town is WJBK, Detroit's leading sports station.

WJBK *Detroit*

A STORER STATION

CBS and DUMONT Television . . . Tops in MUSIC, NEWS and SPORTS on Radio

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY

WSAL APPEAL

Hits Fixed Table of Channels

THE "basic legal authority" of FCC to adopt a "rigid table of assignments and inflexible rule prohibiting the filing, acceptance and consideration of applications specifying a channel not listed in the table of assignments" is challenged by WSAL Logansport, Ind., in an appeal of the Sixth Report and Order filed last Monday in the U.S. Court of Appeals for the District of Columbia.

The appeal stems from FCC's memorandum opinion and order refusing to reconsider the Sixth Report, as petitioned by WSAL, so as to add vhf Ch. 10 to Logansport [B•T, Oct. 13]. WSAL had asked reconsideration on grounds that the Commission, in the Sixth Report, arbitrarily refused to switch Ch. 10 from Terre Haute, Ind., and assign it to both Logansport and Owensboro, Ky., or in the alternative, to Logansport and Carbondale, Ill.

Filed by Washington radio counsel Herbert M. Bingham, William A. Porter and Robert M. Booth Jr., the WSAL appeal is the latest of several which have been taken to the courts. Appeals of the Sixth Report were filed earlier by WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis.; WWSW Pittsburgh, and KROW Oakland, Calif. However, in view of allocation "corrections" made by FCC since issuance of the Sixth Report, the WLOA and KVOL appeals have been dropped.

WSAL's petition to the court contends that the table of assignments, embodied in Sec. 3.606 of the Commission's rules by the Sixth Report, "was not based upon consideration of applications and demand as required by Sec. 307(b) of the Communications Act . . . and therefore, is unlawful. Sec. 307(b) . . . is a specific section limiting and defining the powers and authority granted the Commission" by other previous provisions of the Act.

Sec. 307(b) provides that "In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." FCC has held the table of assignments best achieves this intent of the law.

WSAL's pleading recalled that in mid-1948, after FCC refused to act on Yankee Network's application for a new TV station in Bridgeport, Conn., because the city and channel were not in the table of assignments at that time, the Federal Communications Bar Assn. contended Sec. 307(b) "required the Commission to accept and consider any complete application specifying any television broadcast channel irrespective of whether or not that channel was assigned by rule to that particular community by the table of assignments as it had done prior to the Yankee Network opinion."

WSAL pointed out that "despite the serious questions raised by the FCBA, it was not until three years later that the Commission finally held oral argument on the Bar Association's petition. During those intervening three years, the Commission had proceeded upon the basis that it did have the legal authority to adopt and execute the proposed rules. Thus, it was no surprise when the Commission issud its memorandum opinion in July 1951 upholding its own contention that it was acting within the authority granted by the Communications Act.

"To have held otherwise would have been an admission that the three-year suspension of consideration of applications for new television broadcast stations commonly called the 'freeze,' and at least a portion of the overall proceedings had been unnecessary."

Similarly, WSAL contended Sec. 3.607(a) of FCC's new TV rules is unlawful if the table of assignments is invalid and further so because it "effectively denies an applicant the statutory right to a hearing specified by Sec. 309(a)" of the Act. Sec. 3.607(a) provides that applications will not be accepted or considered unless the channel specified in the application is specifically assigned to the city by the table of assignments.

"The failure of the Commission to assign vhf Ch. 10 to Logansport will result in dismissal of the application of Logansport Broadcasting Corp. now pending before the Commission and will have the practical effect of denying the application without hearing," WSAL contended.

Concerning FCC's denial of the Logansport - Owensboro counterproposal in the Sixth Report, WSAL charged it had "no notice that the principles of assignment based upon priorities would be abandoned; and no notice that new principles of assignment would be considered by the Commission in passing upon your petitioner's counterproposal. . . . The Commission, in effect, unlawfully changed the rules in the middle of the game."

As a result, WSAL "had no notice that much of its evidence would not be considered" since that evidence was directed to the previous assignment principles, the appeal asserted.

WSAL further contended that FCC without notice unlawfully adopted new and increased maximum powers and antenna heights. In discussing the Carbondale counter-proposal, WSAL charged that the Sixth Report illegally, without notice, created three geographical zones having different mileage separation requirements.

The appeal pointed out that the adoption of 170-mile minimum co-channel spacing for vhf in Zone I was unsupported by the evidence and produced an "inefficient utilization of the radio spectrum in violation of Sec. 307(b) of the Communications Act." Lesser spacing would have allowed use of Channel 10 at Logansport.

At another point, WSAL argued that "even if the assignment of Ch. 10 to both Logansport and Owensboro had been proposed for the first time on the 'petition for rehearing,' the failure to consider that proposal was arbitrary, capricious and unlawful when consideration is given to the Commission's action in itself proposing and subsequently adopting new vhf assignments to Lafayette, La., and Temple, Tex., and also adopting a new proposal to add vhf Ch. 4 to Irwin, Pa., long after adoption of the Sixth Report."

upcoming

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 17-18: MBS Affiliate meeting, Chicago.

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 19-21: Group meetings of Radio-Television Mfrs. Assn. at Palmer House, Chicago; Roosevelt and Waldorf-Astoria, New York.

Nov. 20-21: Florida Assn. of Broadcasters meeting, Daytona Beach, Fla.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Nov. 20-21: MBS Affiliate meeting, Salt Lake City.

Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville, Tenn.

Nov. 29-30: National Assn. of Radio Farm Directors annual convention, Conrad Hilton Hotel, Chicago.

Dec. 1-2: MBS Affiliate meeting, Atlanta.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.

FOCUS ON FCC

And Other Agencies Is Hill Plan

AN ACCOUNTING of its stewardship of supervision over radio and TV and other communications services apparently will be required of the FCC as one of the first orders of business when the GOP-controlled 83d Congress convenes Jan. 3.

That is the plan of Rep. Charles A.Wolverton (R-N. J.), chairman-designate of the House Interstate & Foreign Commerce Committee.

Rep. Wolverton declared last week he intends to have all regulatory agencies, coming under his committee's jurisdiction, report to the committee on their problems and their activities.

Most of the agencies never have served under a Republican administration, having been established under New and Fair Deal executives.

No "investigation" is portended, Rep. Wolverton made clear.

"What we have in mind," he said, "is to have the regulatory agencies come down and tell us of their experiences and what changes they think should be made in the laws under which they operate.

"There has been a chasm between Congress and the agencies down the street. We want to have closer relations with them. After all they were created by Congress."

New members of Congress will be able to learn the "scope" of the agencies' activities through such meetings, Rep. Wolverton added.

Officials of industries controlled or regulated by the agencies will also be invited to appear before the House Commerce Committee, Rep. Wolverton said.

As to the FCC, Rep. Wolverton declared he had nothing specific in mind regarding that agency. He said the meeting with the FCC would be "in the same spirit of cooperation we look for when we meet with other agencies." The FCC was established in 1934 as the successor to the Federal Radio Commission. Before that, radio matters were handled by the Dept. of Commerce.

Most observers think that notwithstanding Rep. Wolverton's sentiment, some activities of the FCC would undoubtedly come under challenging scrutiny. Among them, it is thought, would be the operations of the Broadcast Bureau and the Office of the General Counsel under the new provisions of the McFarland Act.

The McFarland Act, which became law last July, revised many of the legal procedures under which the Commission operated.

Rep. Wolverton recalled that a similar group of meetings had been held during the 80th Congress when he was chairman of the House Commerce Committee.

Rep. Wolverton sailed Nov. 12 on a Caribbean cruise.

In addition to the FCC, the House Commerce Committee also has jurisdiction over the Interstate Commerce Commission, the Civil Aeronautics Administration, Securities & Exchange Commission, Federal Power Commission, Railroad Retirement Board, National Bureau of Standards, Weather Bureau and the Public Health Service.

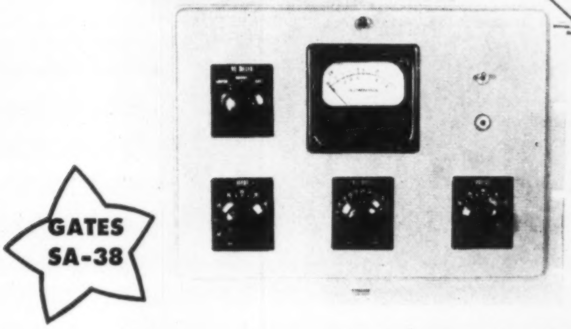
Reach New FRINGE-AREA Listeners

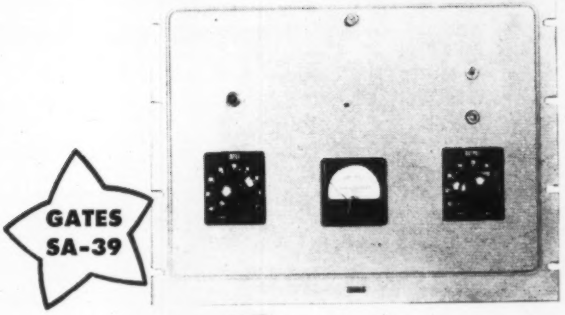
with GATES SA limiters

Either of these ultra-modern *GATES Limiting Amplifiers* may help you reach a whole *NEW* area of listeners where you do not now provide satisfactory reception.

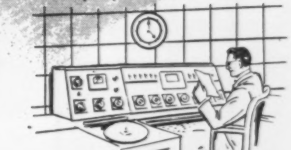
With safe, sure and fast peak limitation you can keep modulation right up to the top, and without chirps, thumps or distortion. Every broadcast engineer knows the value of extra audio power, as well as the increased audience thus gained.

Pages 19 and 20 of the *Gates Speech Input catalog* tells the whole story of *GATES Limiters.* If you don't have a copy — drop us a line — we will gladly send you one.





These two smart new *GATES Limiters* are moderately priced, yet no better can be built. Both models use identical circuits. Model SA-38 has a 4-inch compression, VU and output meter, with 24 step range control. Model SA-39 has a 3-inch compression meter only. Select the one best suited to your needs and save the difference.



GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

HEADLEY-REED CLOSES

Detroit, New Orleans Offices

HEADLEY-REED Co., station representation firm, has closed its Detroit and New Orleans offices after arranging to assure stations of continued service in those cities, officials reported last week.

Gino Cio, Chicago office account executive, will spend one week a month—and more time as indicated—in Detroit to serve Headley-Reed stations, it was explained. In New Orleans, Milton DeRaynor, formerly of the firm's office there, continues independently as DeRaynor Inc., serving stations on the Headley-Reed list wishing free-lance New Orleans representation. In the New York office, Ralph Broitman and Bob Davis have joined the research and promotion staff, and Barry Keit, account executive, has been named assistant to Vice President Sterling Beeson.

Tube Production

ELECTRONIC tube production has begun in two new Westinghouse Electronic Tube Div. manufacturing plants, it was announced last week. The new plants are located in Elmira and at nearby Bath, N. Y. Full volume production of virtually all types of radio and television power and receiving tubes is planned.

CITATION from U. of Maryland Assn. on behalf of D. L. (Tony) Provost, vice president-general manager of Hearst Corp. Radio & Television Div., for his work in furthering education via radio and television, is received by Leslie H. Peard Jr. (r), WBAL-AM-TV Baltimore manager, from Talbot Speer (l), UMA Alumni president.

WIBW Bereavement

FUNERAL SERVICES were held recently for parents and relatives of three WIBW Topeka, Kan., figures: Mrs. William Butler, mother of Mrs. LeRoy Carlson, program director; Mrs. Joseph Hann, mother of Mrs. Bob N. Ferguson, assistant to General Manager Ben Ludy, and Donald C. Ross, father-in-law of Irvin Lehman, transmitter engineer.

THERE'S A TUBE

In Your Radio Present

THAT electron power tube, which some engineers said could not be made, today is helping to sharply reduce operating costs and make more efficient use of much electronic equipment, RCA Victor, Harrison, N. J., pointed up last week.

Broadcasters and industrial users of a wide range of electronic equipment are enjoying the performance of "these tubes which couldn't be made." The tubes are high-power vacuum types, which use filaments of thoriated tungsten instead of conventional pure tungsten, explains L. S. Thees, general sales manager, RCA Victor Tube Dept.

Just prior to World War II, RCA tube engineers undertook a review of problems involved in using thoriated-tungsten filaments in high-power tubes. Although the war interrupted this research, knowledge gained during that period pointed the way toward the goal. In 1947, the company introduced its first such tubes commercially. Since then, still further developments have been made, RCA Victor noted.

WBEL Beloit, Wis., has issued its rate card No. 3, effective Nov. 1, with increases ranging from 20% to 40%.

DAYLIGHT SAVING

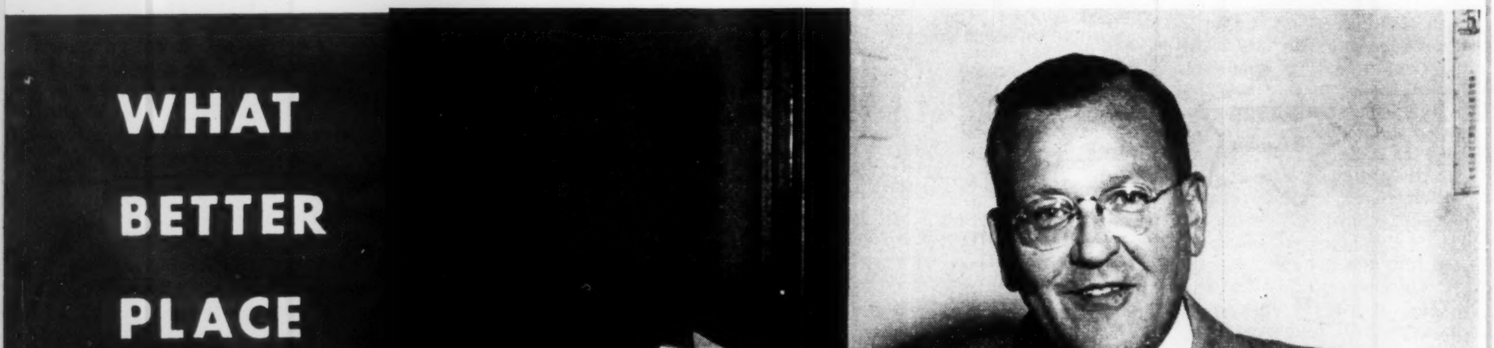
Barred in Washington State

AS A RESULT of the election, broadcasters in Washington state will have a regional problem in their network scheduling next summer. Voters in the state have approved a measure on the ballot which recognizes standard time only.

Daylight saving will be permitted only as a wartime measure or if proclaimed nationwide. State measure ran behind in votes in the Seattle area but was put over by the statewide and rural balloting. It was backed principally by the Washington Grange but opposed among others by broadcasters who asserted radio networks and other national enterprises east of that region follow the daylight saving pattern.

Public Service Panel

PANEL on "Public Service Aspects of Broadcasting" highlights this Wednesday's meeting of the Los Angeles Chapter of Public Relations Society which meets at the Hotel Statler in the West Coast city. Moderated by Alan Herrick, advertising director, Security First National Bank (Los Angeles), panel is made up of John Baird and William Whitley, public affairs directors, respectively, of KMPC and KNX Hollywood, and Howard Rhines, KFAC Los Angeles program director.



to hit your point of purchase? Paul Kizenberger, N. W. Ayer & Son, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual one-time shot campaign.*

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.

XUM

$150,000.00 TO $200,000.00 PER MONTH *Every* MONTH

"We receive an average of one hundred and fifty to two hundred thousand dollars every month from out of the State sources as a direct result of our KVOO ten o'clock newscast! We know that the news brings it in for we always write and ask the folks how they happened to open an account with us. And today, we have savings accounts from people living in 43 of the 48 states!" So said Mr. Louis W. Grant, President of Home Federal Savings and Loan Association of Tulsa, on the occasion of the beginning of his firm's 12th consecutive year of sponsorship of the ten o'clock P.M. newscast over KVOO.

Our congratulations go to Mr. Grant and his staff as they reach this radio milestone. During the past eleven years on KVOO Home Federal has grown from a five million to a thirty-four million dollar organization! This is a great record and is convincing proof of Home Federal's wise and astute business acumen.

KVOO is proud to have been of such important service to this great financial institution and we look forward with confidence to Home Federal's continuing growth and increasing prosperity!

12th Anniversary

Luncheon at the Tulsa Club celebrated Home Federal's signing of their 12th consecutive sponsorship of KVOO's ten P.M. newscast. Enjoying the steaks and birthday cake were, from left to right, Mr. Louis W. Grant, Jr., vice-president; Mr. Wm. B. Way, vice-president and general manager of KVOO; Mrs. Phyllis Edmonds, vice-president in charge of advertising and public relations; Mr. Robert A. Eakin, vice-president; Mr. Gustav Brandborg, assistant general manager of KVOO; and Mr. Louis W. Grant, Sr., president.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

ABC-UPT Text

(Continued from page 23)

tions in this proceeding, exclusive of the transfer or assignment applications involved in or resulting from the proposed ABC-UPT merger, which will be considered later. One of the principal matters with which we are now concerned is the transfer of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation in companies holding broadcast authorizations, transfers which took place before we had an opportunity to pass upon the applications relating thereto. More specifically, we shall consider the facts and circumstances surrounding the transfers of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation to consider whether they indicate violations of the Communications Act or the Commission's Rules, and whether they adversely affect the qualifications of Paramount Pictures Corporation and UPT to be licensees, or, more precisely, to have controlling stock interests in companies holding broadcast authorizations from the Commission. The applicants contend, among other things, that these transfers, occurring principally on December 30, 1949, were involuntary in that they were pursuant to the judgment of the United States District Court for the Southern District of New York, entered on March 3, 1949, and also that their applications for consent to these transfers were filed as soon as possible in view of the fact that the two new companies were not incorporated until November 15, 1949.

17. In view of the Supreme Court decision *(U. S. v. Paramount Pictures Inc., et al*, 334 U. S. 131) looking toward a divorcement of theatre facilities from production and distrbution (even though the matter was remanded for decision to the District Court) and in view of the adamant position of the Department of Justice in requiring such divorcement and the success it had in arranging for such divorcement of the RKO facilities late in 1948, it would appear that Paramount's entering into the consent judgment of March 3, 1949, had very little of the aspect of a voluntary action. The handwriting on the wall was legible for anyone to read. The feeling of the Paramount officials and counsel that the contemplated divorcement and transfer of assets was involuntary, received some support on October 3, 1949, when the Apellate Division of the Supreme Court of New York in the case of *Kokol* v. *Paramount Pictures Inc.*, 275 App. Div. 1021, held that the distribution of assets to the two new companies was not a voluntary transfer insofar as the right of an objecting stockholder to have his stock appraised was concerned. We do not regard this decision by the New York State Court with respect to a different problem to be binding upon this Commission in applying the Communications Act or the Commission's Rules with respect to transfers of control over broadcast stations. To do so would be "lump-concept thinking" indeed. Nevertheless, this decision[8] is entitled to some weight in considering the nature of the transfer of assets which occurred, and it does support, on and after October 3, 1949, the claim of the Paramount people that they truly regarded the transfers of assets, including broadcast interests, as being pursuant to the consent judgment and therefore involuntary.

18. The consent judgment, together with the letter incorporated therewith, requires the transfer of certain broadcast interests, directly or indirectly. It does this expressly with respect to television station WBKB in Chicago and, reasonably construed in the light of the circumstances and testimony, it does it also with respect to the other broadcast interests which were transferred prior to the close of 1949. We entertain little doubt that if the transfer of the broadcast interests had been more completely described both in the proposed consent judgment and incorporated document and in the oral argument before the Court, and if the Court had been apprised of the Commission's jurisdiction with respect to such transfers, the Court would have recognized the Commission's jurisdiction and acted accordingly. We do not care to speculate whether the Court would have waited until the present date. In this connection, we think it appropriate to announce at this time that hereafter if this or any similar situation should ever arise again, we would expect members of the Federal Communications Commission Bar, as officers of the Commission in a manner of speaking, under circumstances similar to those which prevailed in the Paramount case, to advise the Court of the Commisson's jurisdiction. We do not consider the consent judgment to have deprived the Commission of its jurisdiction to review the pending transfer applications and we are exercising that jurisdiction now.

19. While Section 310(b) of the Communications Act of 1934 requires the prior approval of the Commission for a transfer of control, whether voluntary or involuntary, the Commission as a matter of practice has recognized, in its Rules and in its actions, that in certain types of cases such as death or legal disability, prior approval is impossible or impracticable. Section 310(b) must be viewed in terms of the facts of life, both personal and corporate. In these cases, the Commission has permitted applications to be filed even subsequently to the occurrence of legal disability and, where the circumstances warranted, approved such applications. Under certain circumstances, the Commission has recognized a transfer to a trustee in bankruptcy or a receiver as an involuntary transfer even where the bankruptcy was voluntary and the appointment of the receiver was due to legal action voluntarily initiated. It would appear that the term "legal disability" could also apply to a situation where, as here, a judgment not only required the transfer of assets to two corporations required to be established but contemplated as well the dissolution of the existing corporation. However, we hesitate, pending some elaboration on the meaning of "legal disability," in rule-making or other proceedings of a more general nature, to make a pronouncement not necessary, as we shall see, to the decision of the case and relating to a fact-situation unprecedented in our history and unlikely to occur again. Meanwhile, we shall not expect of the parties a clairvoyance which we do not ourselves possess.

20. The applicants filed formal applications for consent to the transfers prior to the actual consummation of the transfers, and within a reasonable time after the formation of the new companies named as transferees. In this respect, the situation differs from the so-called "unauthorized transfer" cases, in which the parties effectuated transfers without notice or application to the Commission and concealed the transfers. In this case, some notice was given directly to the full Commission as early as January 17, 1949, during an oral argument[9] in a rule-making proceeding, that some transfers of Paramount television interests might become necessary as a result of litigation in the United States District Court for the Southern District of New York. However, this offhand notice does not comply with our Rules (Sections 1.342 and 1.343) requiring the filing within 30 days of execution, of contracts or documents relating to or affecting ownership, management or control of a licensee or permittee, or rights or interests therein, as well as the filing of interim ownership reports containing information as to any transactions affecting ownership or voting rights within 30 days of their occurrence. Until they filed the applications referred to above, the applicants had not provided the Commission with the consent judgment, the plan of reorganization, the proxy statement to stockholders or any of the other documents relating to the proposed transfer of assets. Paramount Pictures Inc. and UPT also failed to file a copy of the May 30, 1949, contract whereby E. V. Richards agreed to sell to Paramount Pictures Inc. or UPT his 50% interest in Paramount-Richards Theatres Inc. In addition, we note that a technical transfer occurred in the month of May, 1950, when 51% of the common stock and voting power of UPT passed from the trustee to persons theretofore holding only certificates of interest in UPT. This was unreported to the Commission; however, the plans for placing the stock of UPT in the hands of the trustee and thereafter for exchanging stock for certifi-

(Continued on page 44)

TODAYS WEATHER
Data Provided by U.S. Weather Bureau as of
DISPLAY COURTESY OF
KPHO
RADIO
TELEVISION
One of America's Great Stations

JOHN C. MULLINS (l), managing director, KPHO-AM-TV Phoenix, shows Walter Fulkerson, manager, Phoenix' Sky Harbor Airport, the new weather board which KPHO presented to the airport. The lighted board, located in the airport lobby, indicates latest weather reports in major cities across the nation. Mr. Mullins is resigning from the stations Jan. 1 to devote time to outside interests [B•T, Nov. 3].

Hennock Talk

OPPORTUNITIES for women in educational radio and TV were discussed by FCC Comr. Frieda B. Hennock last Thursday at a dinner meeting of the District of Columbia chapter of American Women in Radio and Television. Question and answer period included discussion of current status of educational applications and Commission policy. Meeting, one of monthly series, was presided over by President Nancy Osgood, NBC, and Program Chairman Helen Coar of the Congressional Recording Facility.

UPT Dividend

BOARD of directors of United Paramount Theatres declared a dividend of 25 cents per share on outstanding common stock, payable Dec. 19 to holders of record on Nov. 28.

---

[8] Approved without opinion by the Court of Appeals, 300 N. Y. 685.

[9] See Paragraph 34 of the Findings.

Ramblin' Jimmie Dolan

A CAPITOL RECORDS
BEST SELLER
FOR
THE PAST THREE YEARS

CAPITOL RECORDS
NEWEST
WESTERN RECORDING ARTIST
Jimmie Dolan
Jimmie Dolan

tells 'em sells 'em

twice a day

MONDAY-FRIDAY
2-3 P.M.

MONDAY-SATURDAY
9-11 P.M.

on

KYA

SAN FRANCISCO

Covering Northern California's 3,000,000 People

Text of ABC-UPT Initial Decision

(Continued from page 42)

cates of interest, were fully disclosed in the documents filed with the applications, and no stockholders' meetings took place during the time when technically the trustee held over 50% of UPT stock and potentially had voting control.

21. While the series of failures to comply with our rules, referred to above, may be explained by the preoccupation of the Paramount people with the tremendously complicated and deadline-studded problems of the reorganization and divestiture proceedings, it does not excuse them and we do not condone their non-compliance. Nor are we satisfied with the very limited understanding of our transfer requirements shown by the top officials of the Paramount companies. On the other hand, we are conscious of the fact that these same officials have demonstrated a knowledge of the public interest requirements of broadcast station operation and that television stations KTLA and WBKB have in their operations over the years put into practice the policy of public service. We are also mindful of the advance notice of such transfers arising from the Paramount litigation given to the Commission *en banc* as early as January 17, 1949, and of the very real distinctions that exist between the circumstances here and the typical "unauthorized transfer" case, in which neither notice has been given nor application filed prior to the transfer. In view of these circumstances, we do not believe that the failure to provide formal notice of transfers which have many of the aspects of an involuntary transfer, should operate as a bar to the grant of the applications with which we are here concerned. Furthermore, even if the participation by Paramount in the formulation and entry of the consent judgment did not have the requisite degree of involition to warrant a conclusion that Paramount Pictures Inc.'s dissolution on December 30, 1949, constituted legal disability within the meaning of the Commission's Rules, we are persuaded by the circumstances that the transfers which occurred should not bar a grant of the transfer applications before us.

22. A second principal problem to be considered is the question of compliance with the anti-trust laws on the part of Paramount Pictures Inc., Paramount Pictures Corporation, UPT, B&K, Paramount Television Productions Inc. and others. Findings with respect to this matter are contained in paragraphs 35 to 41 as well as paragraphs 21 to 31. On the record as presently constituted, it does not appear that any of these companies or their officers or directors have engaged in any violations of the anti-trust laws in the fields covered by Sections 311 and 313 of the Communications Act or in any other fields except for the violations by Paramount Pictures Inc. or Paramount Pictures Corporation referred to in the findings. As far as Paramount Pictures Inc. or Paramount Pictures Corporation is concerned, we note that both prior to and subsequent to the entry of the consent judgment of March 3, 1949, their officials proceeded to put their house in order, at least with respect to the major aspects of distribution and exhibition. The divorcement of exhibition from other activities was timely complied with; the divestiture program has proceeded with due diligence (under officials of Paramount Pictures Inc. until the end of 1949 and under UPT officials since that time); as far as the injunctive requirements are concerned, procedures for compliance were established promptly and our attention has not been called to any action by the Department of Justice asserting non-compliance with these requirements. It may be that the broom did not immediately sweep clean in every corner of their house and every aspect of their motion picture operations. Partly because of the difficult decisions presented in establishing "runs" and "clearances" on a basis satisfactory to everyone concerned (as pointed out in paragraph 38 of the findings) and partly because the procedures for bidding or negotiating for feature films are either not completely disclosed or understood and are therefore sometimes productive of suspicion and distrust, private treble-damage anti-trust suits continue to be filed and such litigation may continue unless and until some method of operating in a goldfish bowl is devised or a comprehensive system of arbitration is put into practice. Meanwhile, we are impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting. They have not done so in their broadcast operations in the past and we do not anticipate that they will do so in the future. Their officers and directors were exposed to thorough and searching cross-examination and demonstrated that they understood that broadcast stations are licensed to operate in the public interest and that free competition is a basic principle of the Communications Act. They have committed themselves on the record and we shall hold them to it.

GREEK Maj. Gen. Christodoulos Gigantes (l), director general of the National Broadcast Institute of Greece, and Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and general manager of WBT and WBTV (TV) Charlotte, discuss Voice of America problems in Greece during the general's visit to Charlotte.

23. In addition to the matters already referred to, we are concerned with the policies and methods of operation of the applicants, particularly with respect to possible restrictions on the use of film, talent or stories on television. These policies and methods of operation are dealt with at length in the findings, particularly in paragraphs 61-68, 77-83, 85 and 94, and require no further consideration at this point expect with respect to Paramount. As pointed out in paragraphs 61-65 of the findings, Paramount has no policy prohibiting the utilization of its motion picture films by television broadcast stations. It will make films available from its library to television when the television industry can pay as much as motion picture theatres can; it will also make available for television new motion picture feature films unless it decides to produce special film for television consumption. Other things complicating the question of release of these films are the restrictive agreements imposed upon the major producers by the American Federation of Musicians and various guilds, and the uncertain status of television rights to some of the feature films. As for stories, Paramount stands ready to sell television rights to them, if it has such rights, provided the price is sufficient to compensate for the loss of revenue which might be expected from further use of the stories in the motion picture field. Some of Paramount's stories have already been released for use on television. As for talent, most of Paramount's top stars have television rights, although subject to certain limitations. Paramount's junior stars and beginners, who are being trained and groomed for larger roles, are required to give all their time to Paramount and may not appear on television or other media of entertainment during the period covered by their term contracts and until they graduate into the position of top stars. The restrictions placed on these junior stars or beginners do not appear designed to interfere with the development of television but are imposed for other reasons, more fully referred to in paragraph 68 of the findings. We do not regard the policies of any of the applicants with respect to film, stories or talent, as these policies have been revealed to us on this record, as constituting a bar to a grant of the license and transfer applications.

24. On the basis of the detailed findings herein, which are in turn based upon a careful consideration of the record, as presently constituted, and in view of our conclusions above, we find and conclude that the applicants and their officers and directors are qualified to be licensees and that a grant of these license and transfer applications would serve the public in-

(Continued on page 61)

OBA MEETING

Set Tomorrow, Wednesday

AGENDA for the meeting of the Oklahoma Broadcasters Assn. Tuesday and Wednesday at the Memorial Union Bldg. on the main campus of the U. of Oklahoma, Norman, Okla., will feature a banquet speech tomorrow (Tuesday) by FCC Chairman Paul Walker.

Tomorrow's schedule includes sessions on writing commercials from 9:30 to 11:30 a.m.; regular OBA business meeting from 11 a.m. to 12:15 p.m.; news and sports, 2 p.m.; announcing, 3:30; reception, 5, and banquet, 6:30 p.m. Wednesday talks will be held on selling at 9 a.m. and on public relations at 10:30 a.m. Registrations are available at $7.50 each, including lunch and dinner tomorrow, from John B. Freeman, Dept. of Short Courses and Conferences, North Campus, U. of Oklahoma.

subject to prior sale—

Metropolitan independent now earning at rate of $40,000 annually with tax carry-over in excess of $50,000. Price $185,000 cash, with partial financing arranged.

Complete information furnished to bona fide inquiries.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG. **DUNBAR 7775**

YOU MIGHT GET A 12′ 8″ BLACK MARLIN*—

BUT . . .

YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

Whether you use radio, television or both, the Fetzer Stations are by all odds your best advertising "hooks" in Western Michigan!

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are among the most productive radio buys you'll ever find, anywhere. Together they give you about 57% more Kalamazoo and Grand Rapids listeners than the next-best two-station combination in these two cities—*yet cost 20% less!* And "in-town" superiority is only part of the story. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated *rural* audiences over 1946—*up 52.9% at night, 46.7% in the daytime!*

TELEVISION: WKZO-TV is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than a quarter million television homes in America's 18th television market—a 28-county area with a Net Effective Buying Income of more than two billion dollars. This is actually a larger TV market than Kansas City, Seattle or New Orleans! And here's the payoff: An August, 1952 Videodex Diary Study proves that *WKZO-TV delivers 93.4% more television homes than Western Michigan's other TV station!*

Ask your Avery-Knodel man for all the facts on WKZO-WJEF and WKZO-TV. Or write direct.

** In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

CONN., FLA., KAN. RADIO HOMES

Listed by Census

NUMBER of radio homes in Connecticut, Florida and Kansas as of April 1950 is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes are also shown but TV circulation is based on April 1950 when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is about 19 million.

Official census data for the states follow:

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 7 for Connecticut, No. 10 for Florida and No. 16 for Kansas, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 40, 60 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 7, 10 and 16, now available from the Superintendent of Documents at 15, 20 and 20 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 7, 10 and 16, available from the Superintendent of Documents, at 40, 60 and 60 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—CONNECTICUT

Area			RADIO				TELEVISION		
				With Radio				With TV	
				1950					
	Total population	Total occupied dwelling units	Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State	2,007,280	569,638	561,915	553,475	98.5	417,259	559,625	86,360	15.4
Urban & Rural Nonfarm	1,944,624	552,604	545,320	537,285	98.5	396,513	543,095	84,840	15.6
Urban	1,558,642	445,923	439,990	433,940	98.6	285,068	438,160	71,020	16.2
Rural Nonfarm	385,982	106,681	105,330	103,345	98.1	111,445	104,935	13,820	13.2
Rural farm	62,656	17,034	16,595	16,190	97.6	20,746	16,530	1,520	9.2
S.M.A.									
Bridgeport	258,137	74,054	72,890	71,800	98.5	*	72,475	15,865	21.9
Hartford	358,081	101,071	100,130	98,995	98.9	*	99,985	8,245	8.2
New Britain-Bristol	146,983	42,505	42,200	41,770	99.0	*	42,100	4,625	11.0
New Haven	264,622	75,108	74,150	73,060	98.5	*	73,665	15,425	20.9
Stamford-Norwalk	196,023	55,399	54,340	53,685	98.8	*	53,995	19,270	35.7
Waterbury	154,656	42,879	42,495	41,855	98.5	*	42,355	6,095	14.4
Urbanized Area									
Bridgeport	237,435	68,307	67,215	66,220	98.5	*	66,825	14,190	21.2
Hartford	300,788	86,121	85,240	84,270	98.9	*	85,130	6,525	7.7
New Britain-Bristol	123,079	34,984	34,715	34,385	99.0	*	34,650	3,480	10.0
New Haven	244,836	69,604	68,710	67,680	98.5	*	68,265	14,345	21.0
Stamford-Norwalk	173,536	49,190	48,325	47,730	98.8	*	48,015	17,405	36.2
Waterbury	131,707	37,547	37,180	36,610	98.5	*	37,040	5,090	13.7

Area			RADIO				TELEVISION		
				With Radio				With TV	
				1950					
	Total population	Total occupied dwelling units	Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
URBAN PLACES (10,000 or more)									
Ansonia	18,706	5,441	5,360	5,290	98.7	4,631	5,330	730	13.7
Bridgeport	158,709	46,000	45,135	44,380	98.3	36,826	45,050	7,955	17.7
Bristol	35,961	10,288	10,210	10,090	98.8	7,148	10,175	1,110	10.9
Danbury	22,067	6,594	6,430	6,335	98.5	5,529	6,410	665	10.4
Derby	10,259	2,928	2,915	2,860	98.1	2,440	2,915	460	15.8
Hartford	177,397	51,404	50,870	50,100	98.5	41,374	50,805	2,925	5.8
Meriden	44,088	13,146	12,965	12,780	98.6	10,119	12,910	2,940	22.8
Middletown	29,711	7,309	7,160	7,070	98.7	5,422	7,170	885	12.3
Naugatuck	17,455	5,157	5,120	5,055	98.7	3,951	5,060	630	12.5
New Britain	73,726	20,923	20,745	20,560	99.1	16,025	20,705	1,895	9.2
New Haven	164,443	46,891	46,215	45,390	98.2	39,912	45,885	8,985	19.6
New London	30,551	8,764	8,600	8,520	99.1	7,591	8,575	335	3.9
Norwalk	49,460	14,409	14,040	13,780	98.1	10,130	13,935	4,660	33.4
Norwich	23,429	7,170	7,005	6,775	96.7	5,820	6,950	135	1.9
Shelton	12,694	3,526	3,470	3,410	98.3	2,509	3,430	690	20.1
Stamford	74,293	20,649	20,390	20,155	98.8	11,468	20,235	7,980	39.4
Torrington	27,820	8,189	8,085	7,990	98.8	6,643	8,055	265	3.3
Wallingford	11,994	3,675	3,605	3,540	98.2	2,938	3,585	830	23.2
Waterbury	104,477	29,640	29,305	28,835	98.4	23,863	29,225	3,945	13.5
Willimantic	13,586	4,084	4,015	3,890	96.9	2,967	4,020	85	2.1
COUNTIES									
Fairfield	504,342	143,779	140,940	138,990	98.6	103,147	140,135	36,980	26.4
Hartford	539,661	151,873	150,545	148,900	98.9	108,626	150,265	13,270	8.8
Litchfield	98,872	28,868	28,255	27,715	98.1	21,479	28,150	2,085	7.4
Middlesex	67,332	18,628	18,365	18,065	98.4	13,002	18,315	1,965	10.7
New Haven	545,784	155,673	153,995	151,710	98.5	120,312	153,195	28,870	18.8
New London	144,821	40,852	40,080	39,120	97.6	29,676	39,920	1,315	3.3
Tolland	44,709	11,755	11,735	11,460	97.7	7,531	11,730	820	7.0
Windham	61,759	18,210	18,000	17,515	97.3	13,486	17,915	1,055	5.9

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—FLORIDA

The State	2,771,305	952,131	807,060	742,845	92.0	217,044	801,460	17,180	2.1
S.M.A.									
Jacksonville	304,029	85,277	83,695	78,790	94.1	78,790	83,355	3,320	4.0
Jacksonville Urbanized Area	242,909	68,020	66,610	63,040	94.6	*	66,330	2,575	3.9
Miami	495,084	154,462	151,020	145,520	96.4	62,001	150,220	9,360	6.2
Miami Urbanized Area	458,647	144,219	141,515	136,875	96.7	*	140,810	9,030	6.4
Orlando	114,950	35,833	35,410	33,600	94.9	14,992	35,325	165	0.5
Orlando Urbanized Area	73,163	23,719	23,370	22,515	96.3	*	23,315	120	0.5
Tampa-St. Petersburg	409,143	131,683	129,630	122,605	94.6	58,845	128,675	725	0.6
Tampa Urbanized Area	179,335	55,384	54,640	51,460	94.2	*	54,120	275	0.5
St. Petersburg Urbanized Area	114,596	42,236	41,595	40,210	96.7	*	41,395	255	0.6
URBAN PLACES									
Bradenton	13,604	4,821	4,710	4,415	93.7	1,625	4,690	50	1.1
Brownsville-Brent-Goulding (Uninc.)	20,269	5,495	5,455	5,050	92.6	*	5,460	10	0.2
Clearwater	15,581	5,502	5,420	5,170	95.4	2,243	5,415	90	1.7
Coral-Gables	19,837	6,295	6,160	6,045	98.1	2,368	6,145	480	7.8
Daytona Beach	30,187	10,108	9,885	9,170	92.8	4,851	9,850	10	0.1
Fort Lauderdale	36,328	11,990	11,625	11,105	95.5	3,933	11,585	515	4.4
Fort Myers	13,195	4,190	3,950	3,630	91.9	1,983	3,755	10	0.3
Fort Pierce	13,502	3,966	3,845	3,505	91.2	1,187	3,840	10	0.3

(Continued on page 48)

Watch for
BIG
NEWS
at
KFMB
RADIO STATION
San Diego, California

Sew up the holes in the net—with FM

There are over 4 million FM sets in use nationally, according to the most recent estimates.

FM is a necessity in a wide list of static and "white spot" areas that stretch from Florida to Minnesota, from upstate New York to San Francisco. If you want to catch *all* your prospects, include FM in your coverage.

FM fills "holes" in 352 communities*

In 28 communities, FM is the *only* local radio buy.

In 67 communities, FM is the only local radio buy after sunset.

In 257 communities, FM is used to supplement AM, because AM is directionalized after sunset.

Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

©1952

ZENITH
RADIO
and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

**If you want the complete list, simply write to:* ZENITH RADIO CORPORATION, Chicago 39, Illinois

Speaks for Itself!

Year in . . . year out WDOD has been the most productive radio station in the Chattanooga marketing area. Yes, for 27 years WDOD has brought more advertisers more profitable results. You can count on wider coverage . . . more responsive listeners when you schedule—

wdod AM—5,000 watts
FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company

Conn., Fla., Kan. Radio Homes

(Continued from page 46)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio			Number reporting	With TV	
				1950		1940 Radio Homes		Number	Per Cent
				Number	Per Cent				
Gainesville	26,861	6,742	6,545	6,165	94.2	2,448	6,535	75	1.1
Hialeah	19,676	5,738	5,650	5,500	97.3	867	5,620	450	8.0
Hollywood	14,351	4,814	4,785	4,675	97.7	1,669	4,760	260	5.5
Jacksonville	204,517	57,907	56,700	53,415	94.2	34,266	56,465	2,000	3.5
Key West	26,433	6,408	6,210	5,920	95.3	2,338	6,185	15	0.2
Lakeland	30,851	9,758	9,640	9,165	95.1	4,545	9,615	30	0.3
Lake Worth	11,777	4,570	4,625	4,195	90.7	2,040	4,595	70	1.5
Miami	249,276	78,385	77,360	74,435	96.2	40,710	77,050	4,135	5.4
Miami Beach	46,282	15,906	15,300	14,825	96.9	6,876	15,115	1,470	9.7
North Miami	10,734	3,354	3,310	3,245	98.0	*	3,300	280	8.5
Ocala	11,741	3,580	3,640	3,305	90.8	1,608	3,665	25	0.7
Orlando	52,367	16,794	16,630	15,985	96.1	8,408	16,600	90	0.5
Panama	25,814	7,403	7,325	6,730	91.9	1,992	7,310	60	0.8
Pensacola	43,479	12,801	12,700	11,495	90.5	6,598	12,350	75	0.6
St. Augustine	13,555	4,186	4,175	3,870	92.7	2,535	4,150	110	2.7
St. Petersburg	96,738	35,773	35,485	34,245	96.5	16,255	35,310	220	0.6
Sanford	11,935	3,645	3,565	3,120	87.5	1,813	3,550	20	0.6
Sarasota	18,896	6.518	6,285	6,000	95.5	2,427	6.275	15	0.2
Tallahassee	27,237	7,275	7,215	6,370	88.3	2,845	7,195	35	0.5
Tampa	124,681	38,146	37,560	35,130	93.5	22.810	37,455	185	0.5
Warrington (uninc.)	13,570	4.011	4,030	3,950	98.0	*	4,045	25	0.6
West Palm Beach	43,162	14,068	13,745	13,280	96.6	7,432	13,675	145	1.1
COUNTIES									
Alachua	57.026	14,811	14,375	12,745	88.7	4,844	14,345	135	0.9
Baker	6.313	1,594	1,625	1,290	79.4	479	1,625	5	0.3
Bay	42,689	11,525	11,375	10,515	92.4	3,160	11,340	65	0.6
Bradford	11,457	3,000	2.950	2,460	83.4	938	2,850	80	2.8
Brevard	23.653	7,553	7,395	6,725	90.9	3,021	7.375	50	0.7
Broward	83.932	26,533	25,965	24,415	94.0	7,515	25,840	1,060	4.1
Calhoun	7,922	2,018	2,030	1,730	85.2	626	1,790	5	0.3
Charlotte	4,286	1,498	1,470	1,285	87.4	663	1,470	10	0.7
Citrus	6.111	1,863	1,830	1,620	88.5	756	1,835	5	0.3
Clay	14,323	3,480	3,370	2,870	85.2	813	3,340	80	2.4
Collier	6.488	1,852	1.750	1.330	76.0	572	1.740	5	0.3
Columbia	18,216	4,878	4,910	4.070	82.9	1,424	4.900	35	0.7
Dade	495,084	154,462	151,020	145,520	96.4	62,001	150,220	9,360	6.2
De Soto	9,242	2,456	2,120	1,750	82.5	1,132	2.120	10	4.7
Dixie	3,928	1,101	1,085	830	76.5	749	1,092	.....	..
Duval	304,029	85,277	83,695	78,790	94.1	40,627	83.355	3,320	4.0
Escambria	112.706	30,510	30,255	27,740	91.7	11,317	29,590	170	0.6
Flagger	3,367	1,020	1,020	785	77.0	348	1,000	10	1.0
Franklin	5,814	1,723	1,700	1,335	78.5	639	1,700	.....	..
Gadsden	36,457	7,719	7,735	6,175	79.8	2,237	7,725	50	0.6
Gilchrist	3,499	893	840	680	81.0	307	850	.....	..
Glades	2.199	618	635	530	83.5	350	625	.....	..
Gulf	7.460	2,015	2.005	1,805	90.0	884	1,840	5	0.3
Hamilton	8,981	2,322	2,340	1,780	76.1	663	2.320	20	0.9
Hardee	10,073	2,914	2,895	2,525	87.2	1,270	2,525	25	1.0
Hendry	6,051	1,694	1,705	1,445	84.8	817	1,695	5	0.3
Hernando	6.693	2,040	2.005	1,700	84.8	738	2.000	25	1.3
Highlands	13.636	4,146	4,025	3,600	89.4	1,445	3.990	20	0.5
Hillsborough	249,894	74,828	73,900	69,125	93.5	35,836	73,190	350	0.5
Holmes	13,988	3,495	3.405	2,950	86.6	1,048	3.400	35	1.0
Indian River	11,872	3,653	3,665	3,195	87.2	1,454	3.655	5	0.1
Jackson	34,645	8,834	8,710	7,330	84.2	2,414	8,660	65	0.8
Jefferson	10,413	2,667	2,615	1,945	74.4	777	2,610	10	0.4
Lafayette	3,440	913	940	805	85.6	426	920	.....	..
Lake	36,340	11,263	11,295	10,325	91.4	4,696	11,200	50	0.4
Lee	23,404	7,401	7,085	6,365	89.8	3,172	6.885	25	0.4
Leon	51,590	12,861	12,775	10,970	85.9	3,857	12,735	60	0.5
Levy	10,637	3,109	3,095	2,425	78.4	1,054	3,120	15	0.5
Liberty	3,182	872	870	715	82.2	243	865	5	0.6
Madison	14,197	3,601	3,560	2.820	79.2	1,229	3,500	25	0.7
Manatee	34,704	11,166	10,925	10,135	92.8	4,567	10,885	90	0.8
Marion	38,187	11,091	10,960	9,410	85.9	4,129	10,885	60	0.6
Martin	7,807	2,521	2,395	2,170	90.6	1,057	2.380	5	0.2
Monroe	29,957	7,317	7,045	6,615	93.9	2,555	7,015	25	0.4
Nassau	12,811	3,298	3,315	2,865	86.4	1,301	3,295	25	0.4
Okaloosa	27,533	6,696	6,475	5,855	90.4	1,207	6,430	25	0.4
Okeechobee	3,454	1,022	1,000	890	89.0	385	995	.....	..
Orange	114,950	35,833	35,410	33,600	94.9	14,992	35.325	165	0.5
Osceola	11,406	4,044	3,935	3,530	89.7	2,008	3,925	15	0.4
Palm Beach	114,688	36,998	36,510	32,940	90.2	14,879	36,345	370	1.0
Pasco	20,529	6,386	6,295	5,750	91.3	2,276	6,280	40	0.6
Pinellas	159,249	56,855	55,730	53,480	96.0	23,009	55,485	375	0.7
Polk	123,997	35,925	35,805	32,835	91.7	14,802	35,480	170	0.5
Putnam	23,615	6.901	6,550	5,540	84.6	2,408	6,580	75	1.1
St. Johns	24,998	7,384	7,315	6,475	88.5	3,315	7,265	190	2.6
St. Lucie	20,180	5,963	5,820	5,240	90.0	1,663	5,820	15	0.3
Santa Rosa	18,554	4,675	4,615	4,040	87.5	1,375	4,350	5	0.1
Sarasota	28,827	9,814	9,425	8,800	93.4	3,220	9.400	20	0.2
Seminole	26,883	7,877	7,565	6,660	88.0	3,470	7,530	35	0.5
Sumter	11,330	3,171	3,105	2,765	89.0	1,276	3,105	15	0.5
Suwanee	16,986	4,435	4,375	3,685	84.2	1,459	4,355	50	1.1
Taylor	10,416	2,964	2,900	2,425	83.6	953	2,910	5	0.2
Union	8,906	1,230	1,230	1,010	82.1	387	1,235	5	0.4
Volusia	74,229	24,478	23,945	21,960	91.7	10,747	23,825	105	0.4
Wakulla	5,258	1,370	1,330	1,005	75.6	472	1,325	.....	..
Walton	14,725	3,960	3,920	3,470	88.5	1,120	3,920	30	0.8
Washington	11,888	3,115	3,140	2,680	85.4	874	3,110	15	0.5

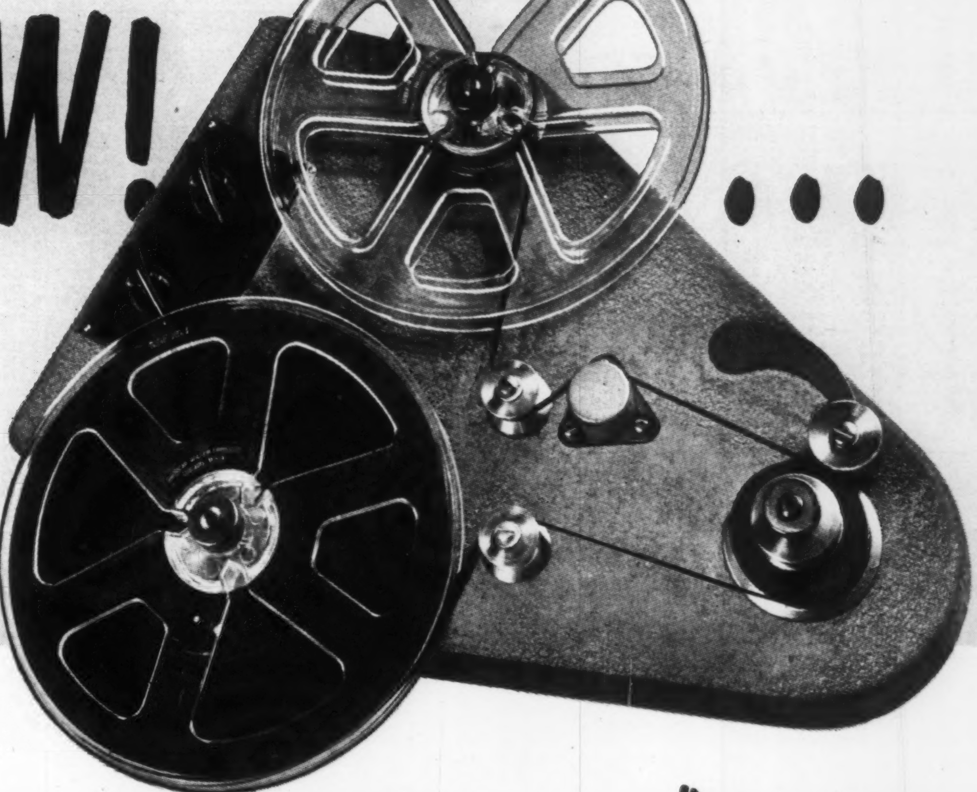
* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KANSAS

Area	Total population	Total occupied dwelling units	Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State	1,905,279	586,650	577,735	556,365	96.3	411,984	574,940	9,960	1.7
S.M.A.									
Topeka	105,418	32,774	32,330	31,405	97.1	23,202	32,225	605	1.9
Topeka Urbanized Area	89,104	28,444	28,010	27,310	97.5	*	27,915	520	1.9
Wichita	222,290	69,426	68,005	66,505	97.8	36,943	67,805	515	0.8
Wichita Urbanized Area	194,047	61,223	59,980	58,770	98.0	*	59,800	495	0.8
URBAN PLACES									
Arkansas City	12,903	4,329	4,255	4,140	97.3	3,427	4,235	15	0.4
Atchison	12,792	4,018	4,025	3,885	96.5	3,275	4,010	175	4.4

(Continued on page 50)

NOW! . . .



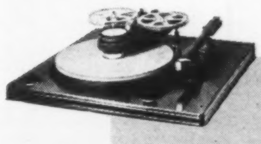
perfect TAPE REPRODUCTION on a 16" TURNTABLE

Whether you're in a 250-watt local station in California . . . a 5,000-watt network outlet in Ohio . . . or a TV station in a large metropolitan center . . . you should *own* a PRESTO TL-10.

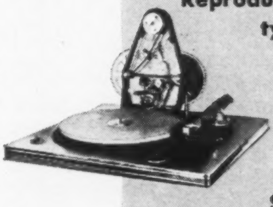
This unique unit immediately converts any 16" turntable into a tape reproducer of maximum accuracy. Mounted on a simple hinge arrangement, the TL-10 lowers on the turntable and is ready for instant use. Just as simply, it can be swung upward, out of the way, to free the table for disc playback. Tape speed can be selected by merely changing the capstan.

No more traffic problems with tape when regular recorders are tied up. No more fear of motor failures—the TL-10 has no motor. No need to buy an additional tape machine. The TL-10 will solve all your tape playback problems at a low cost.

Ask your PRESTO distributor for a demonstration today—or order your TL-10 direct. A limited quantity is on hand for immediate delivery.



here's what it does:



- Reproduces tape without tying up a regular recorder.
- Attaches to any standard 16" turntable.
- Speed: 7½"/sec. and 15"/sec. with response to 15,000 cps.
- Easy to operate and maintain.
- Has the fidelity of high-priced machine at a fraction of the cost.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Conn., Fla., Kan. Radio Homes

(Continued from page 48)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio				With TV	
				1950					
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
KANSAS (Cont'd.)									
Chanute	10,109	3,477	3,430	3,335	97.2	2,697	3,395	20	0.6
Coffeyville	17,113	5,764	5,640	5,455	96.7	4,394	5,630	40	0.7
Dodge City	11,262	3,585	3,555	3,485	98.0	2,088	3,540	15	0.4
El Dorado	11,037	3,554	3,480	3,385	97.3	2,590	3,480	15	0.4
Emporia	15,669	4,996	4,965	4,835	97.4	3,555	4,965	45	0.9
Fort Scott	10,335	3,630	3,525	3,375	95.7	2,678	3,500	80	2.3
Garden City	10,905	3,289	3,285	3,165	96.3	1,459	3,260	20	0.6
Great Bend	12,665	3,944	3,815	3,680	96.5	2,234	3,830	40	1.0
Hutchinson	33,575	10,852	10,835	10,400	96.0	7,663	10,790	100	0.9
Independence	11,335	3,863	3,810	3,665	96.2	2,943	3,700	70	1.9
Junction City	13,462	4,405	4,285	4,115	96.0	2,304	4,265	20	0.5
Kansas City	129,553	38,965	38,065	36,930	97.0	30,176	37,830	2,060	5.4
Lawrence	23,351	6,198	6,050	5,890	97.4	4,080	5,845	200	3.4
Leavenworth	20,579	6,698	6,735	6,375	94.7	5,044	6,720	280	4.2
Manhattan	19,056	5,137	5,165	5,060	98.0	3,241	5,165	50	1.0
Newton	11,590	3,666	3,635	3,565	98.1	2,830	3,630	25	0.7
Ottawa	10,081	3,284	3,210	3,120	97.2	2,584	3,195	95	3.0
Parsons	14,750	4,681	4,670	4,550	97.4	3,590	4,660	30	0.6
Pittsburg	19,341	6,591	6,380	6,220	97.5	5,030	6,260	35	0.6
Salina	26,176	8,350	8,340	8,135	97.5	5,403	8,335	30	0.4
Topeka	78,791	25,589	25,210	24,610	97.6	18,437	25,135	445	1.8
Wichita	168,279	54,278	53,220	52,110	97.9	30,605	53,035	400	0.8
Winfield	10,264	3,339	3,305	3,185	96.4	2,646	3,290	15	0.5
COUNTIES									
Allen	18,187	5,989	5,910	5,605	94.8	4,430	5,835	45	0.8
Anderson	10,267	3,309	3,195	3,065	95.9	2,430	3,175	20	0.6
Atchison	21,496	6,311	6,340	6,085	96.0	5,109	6,330	255	4.0
Barber	8,521	2,715	2,620	2,520	96.2	2,039	2,615	15	0.6
Barton	29,909	8,853	8,560	8,285	96.8	5,763	8,570	100	1.2
Bourbon	19,153	6,416	6,295	5,925	94.1	4,764	6,260	110	1.8
Brown	14,651	4,893	4,815	4,625	96.1	4,142	4,795	65	1.4
Butler	31,001	9,787	9,625	9,250	96.1	7,391	9,605	80	0.8
Chase	4,831	1,568	1,575	1,500	95.2	1,356	1,560	10	0.6
Chautauqua	7,376	2,456	2,410	2,210	91.7	1,754	2,385	15	0.6
Cherokee	25,144	8,156	8,050	7,600	94.4	6,325	8,025	60	0.7
Cheyenne	5,668	1,702	1,735	1,670	96.3	1,151	1,730	5	0.3
Clark	3,946	1,230	1,175	1,155	98.3	880	1,100	10	0.9
Clay	11,697	3,914	3,860	3,795	98.3	3,365	3,855	50	1.3
Cloud	16,104	5,134	5,120	4,875	95.2	3,974	5,100	30	0.6
Coffey	10,408	3,414	3,390	3,275	96.6	2,596	3,120	35	1.1
Comanche	3,888	1,232	1,210	1,145	94.6	1,023	1,215	5	0.4
Cowley	36,905	11,507	11,345	10,920	96.3	9,164	11,315	60	0.5
Crawford	40,231	13,587	13,190	12,705	96.3	10,881	13,030	65	0.5
Decatur	6,185	2,017	1,935	1,850	95.6	1,453	1,920	20	1.0
Dickinson	21,190	6,842	6,740	6,535	97.0	5,698	6,715	10	0.1
Doniphan	10,499	3,290	3,315	3,045	91.9	2,611	3,300	60	1.8
Douglas	34,086	9,358	9,150	8,830	96.5	6,609	8,945	345	3.9
Edwards	5,936	1,904	1,875	1,815	96.8	1,446	1,860	35	1.9
Elk	6,679	2,229	2,145	2,055	95.8	1,694	2,155	25	1.2
Ellis	19,043	4,838	4,885	4,750	97.2	3,071	4,850	5	0.1
Ellsworth	8,465	2,653	2,545	2,425	95.3	2,174	2,530	30	1.2
Finney	15,092	4,350	4,370	4,195	96.0	2,120	4,345	30	0.7
Ford	19,670	6,027	5,925	5,800	97.9	3,806	5,915	30	0.5
Franklin	19,928	6,380	6,315	6,085	96.4	4,811	6,290	155	2.5
Geary	21,671	6,071	5,920	5,680	95.9	3,104	5,905	45	0.8
Gove	4,447	1,176	1,140	1,075	94.3	748	1,135	20	1.8
Graham	5,020	1,470	1,490	1,425	95.6	1,003	1,500	30	2.0
Grant	4,638	1,274	1,220	1,140	93.4	348	1,225	15	1.2
Gray	4,894	1,397	1,375	1,200	87.3	847	1,385	35	2.5
Greeley	2,010	567	550	535	97.3	310	550	....	..
Greenwood	13,574	4,382	4,335	4,120	95.0	3,486	4,330	15	0.3
Hamilton	3,696	1,080	1,035	1,000	96.6	529	1,040	10	1.0
Harper	10,263	3,335	3,265	3,190	97.7	2,866	3,280	50	1.5
Harvey	21,698	6,605	6,495	6,280	96.7	5,063	6,470	40	0.6
Haskell	2,606	745	730	695	95.2	424	730	5	0.7
Hodgeman	3,310	918	930	915	98.4	656	930	15	1.6
Jackson	11,098	3,608	3,615	3,380	93.5	2,783	3,625	40	1.1
Jefferson	11,084	3,530	3,470	3,295	95.0	2,541	3,460	80	2.3
Jewell	9,698	3,158	3,160	3,040	96.2	2,554	3,135	5	0.2
Johnson	62,783	18,751	18,390	18,000	97.9	8,279	18,330	1,575	8.6
Kearney	3,492	964	990	945	95.5	493	985	40	4.1
Kingman	10,324	3,156	3,030	2,915	96.2	2,655	3,025	20	0.7
Kiowa	4,743	1,487	1,470	1,400	95.2	1,123	1,470	5	0.3
Labette	29,285	9,348	9,420	9,025	95.8	7,002	9,405	60	0.6
Lane	2,808	806	810	800	98.8	591	810	....	..
Leavenworth	42,361	10,991	11,030	10,440	94.7	7,546	11,000	410	3.7
Lincoln	6,643	2,143	2,160	2,090	96.8	1,788	2,145	5	0.2
Linn	10,053	3,355	3,245	2,985	92.0	2,208	3,220	45	1.4
Logan	4,206	1,208	1,185	1,135	95.8	712	1,180	5	0.4
Lyon	26,576	8,391	8,335	7,995	95.9	6,186	8,325	85	1.0
McPherson	23,670	7,270	7,230	6,760	93.5	5,586	7,210	40	0.6
Marion	16,307	5,020	4,840	4,645	96.0	4,011	4,810	80	1.7
Marshall	17,926	5,807	5,785	5,605	96.9	4,779	5,785	30	0.5
Meade	5,710	1,673	1,630	1,575	96.6	1,060	1,625	10	0.6
Miami	19,698	5,732	5,775	5,560	96.3	4,144	5,785	195	3.4
Mitchell	10,320	3,188	3,050	2,940	96.4	2,599	3,060	35	1.1
Montgomery	46,487	15,430	15,165	14,435	95.2	11,565	14,990	180	1.2
Morris	8,485	2,761	2,755	2,680	97.3	2,334	2,740	15	0.5
Morton	2,610	799	890	800	89.9	406	880	20	2.3
Nemaha	14,341	4,246	4,230	4,005	94.7	3,466	4,230	65	1.5
Neosho	20,348	6,635	6,545	6,300	96.3	4,954	6,470	40	0.6
Ness	6,322	1,915	1,935	1,925	99.5	1,321	1,925	....	..
Norton	8,808	2,721	2,680	2,535	94.6	1,848	2,690	20	0.7
Osage	12,811	4,006	3,930	3,720	94.7	3,392	3,835	70	1.8
Osborne	8,558	2,786	2,775	2,690	96.9	2,220	2,775	50	1.8
Ottawa	7,265	2,429	2,390	2,285	95.6	2,294	2,370	20	0.8
Pawnee	11,041	2,753	2,615	2,560	97.9	2,073	2,590	25	1.0
Phillips	9,273	3,018	2,960	2,825	95.4	2,133	2,965	....	..
Pottawatomie	12,344	3,796	3,715	3,520	94.8	2,954	3,660	100	2.7
Pratt	12,156	3,904	3,840	3,655	95.2	2,897	3,820	10	0.3
Rawlins	5,728	1,631	1,535	1,485	96.7	1,340	1,525	....	..
Reno	54,058	17,061	17,045	16,250	95.3	12,483	17,005	110	0.6
Republic	11,478	3,840	3,775	3,575	94.7	2,974	3,770	35	0.9
Rice	15,635	4,964	4,975	4,870	97.9	4,291	4,965	10	0.2
Riley	33,405	8,104	8,135	7,965	97.9	5,171	8,095	75	0.9
Rooks	9,043	2,746	2,685	2,590	96.5	1,743	2,675	10	0.4
Rush	7,231	2,180	1,875	1,795	95.7	1,664	1,865	20	1.1
Russell	13,406	4,140	4,005	3,875	96.8	3,037	3,980	10	0.3
Saline	33,409	10,522	10,445	10,155	97.2	7,315	10,435	50	0.5
Scott	4,921	1,416	1,370	1,305	95.3	790	1,375	10	0.7
Sedgwick	222,290	69,426	68,005	66,505	97.8	36,943	67,805	515	0.8
Seward	9,972	3,022	2,975	2,840	95.5	1,425	2,950	10	0.3
Shawnee	105,418	32,774	32,330	31,405	97.1	23,202	32,225	605	1.9
Sheridan	4,607	1,263	1,275	1,235	96.9	854	1,250	....	..
Sherman	7,373	2,215	2,100	2,065	98.3	1,359	2,095	20	1.0
Smith	8,846	2,949	2,900	2,780	95.9	2,201	2,885	20	0.7
Stafford	8,816	2,838	2,745	2,650	96.5	2,351	2,750	30	1.1
Stanton	2,263	506	525	485	92.4	244	525	5	1.0
Stevens	4,516	1,298	1,285	1,250	97.3	604	1,270	....	..
Sumner	23,646	7,701	7,705	7,410	96.2	6,313	7,685	40	0.5
Thomas	7,572	2,258	2,215	2,135	96.4	1,425	2,210	30	1.4
Trego	5,868	1,687	1,665	1,580	94.9	1,110	1,660	....	..
Wabaunsee	7,212	2,310	2,265	2,125	93.8	1,858	2,255	25	1.1
Wallace	2,508	720	725	710	97.9	416	720	10	1.4
Washington	12,977	4,106	4,035	3,890	96.4	3,406	4,035	15	0.4
Wichita	2,640	737	710	670	94.4	409	720	30	4.2
Wilson	14,815	4,910	4,925	4,665	94.7	3,952	4,910	30	0.6
Woodson	6,711	2,218	2,245	2,125	94.7	1,616	2,245	30	1.3
Wyandotte	165,318	49,245	48,110	46,660	97.0	35,577	47,800	2,775	5.8

***Not available.**

Advertisement

"Spots great aid for special merchandising events"

Hundreds of advertisers use Spot Radio for special and seasonal selling drives

Today, probably this very minute, greeting card spots are being listened to by women who want to earn from $50 to $200 before Christmas, selling greeting cards to friends and neighbors.

Some experts say that almost half of all the cards sold by the dozens of greeting card manufacturers are bought during September, October and November.

Comes early spring and we will hear offers of bulbs that will be in full bloom for Easter. In May, fountain pen and watch manufacturers start their schedules of spots featuring graduation presents. And in August, the "back-to-school time" folks will use spots week in and week out.

All of which is an extension of ideas that appeared in the now famous National Spot Radio report that our editors released in the July 11 issue of *Printers' Ink*. (I will be glad to send you a reprint without charge. Additional copies are 50¢ each).

It is well to keep in mind, however, that these special merchandising events are only a part of the year-round schedule manufacturers use to sell, and sell, and sell.

Now that the election is history and most of us are back on our daily rounds of selling, it must be obvious to all that 1953 will be one of the most competitive selling years we have known for some time. We, too, will see some changes.

Bob Kenyon

Any radio or TV station that is interested in new business will be pleased to learn that of our total circulation of 23,793, more than two-thirds are buyers of advertising. Who are they? Advertising managers, sales managers, agency officials, and the top management group who give the final OK to schedules.

Printers' Ink alone, with its circulation concentrated where most of the advertising in this country originates, is the greatest selling tool now available for you, your station and your representatives. Used regularly, *Printers' Ink* will enable you to *reach practically every important buyer of advertising in this country.*

Contact me now, while you are planning sales strategy for 1953, and I will send you the facts.

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago · Pasadena · Atlanta · Boston · London

FOUNDERS AWARD

IRE's First Honor To Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is the first recipient of the new Founders Award of the Institute of Radio Engineers, it was announced last week.

The award, to be presented only on special occasions rather than annually, was given "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The award, it was explained, was established 10 days ago by the IRE board of directors to recognize an outstanding leader in the radio industry and to commemorate the three pioneers who founded IRE 40 years ago: Alfred N. Goldsmith, editor of IRE and consulting engineer; John V. L. Hogan, president of Hogan Labs., New York, and the late Robert H. Marriott. IRE now has more than 30,000 members in the U. S. and abroad.

The award, along with others, will be presented March 25 at the annual banquet during IRE's national convention at the Waldorf-Astoria in New York.

Radio-Electronics, a Preview of Progress, is the theme of the March 23-26, 1953, convention. There will be an accompanying exhibition of new products and components in nearby Grand Central Palace. Color TV and uhf TV are expected to occupy a major place on the convention's agenda, although the program committee has not as yet announced the schedule of technical sessions which make up most of the four-day program.

In addition to the award to Gen. Sarnoff, the board named Dr. Robert M. Page, superintendent of Radio Div. III and associate to the director of research of the U. S. Naval Research Lab., as recipient of the 1953 Harry Diamond Memorial Award for contributions to the development of radar; Richard C. Booton Jr. of Massachusetts Institute of Technology to receive the 1953 Browder J. Thompson Memorial Prize for a technical presentation by an author under 30, and Edward O. Johnson and William M. Webster Jr. to receive the 1953 Editor's Award for literary excellence.

LAB URGES

Parity as State Journals

RADIO and TV stations should have parity with the press as official journals for state business, the Louisiana Assn. of Broadcasters has declared. Meeting at New Orleans Nov. 7, the LAB passed a resolution as follows:

"Since the public should be fully and completely informed by radio as well as the printed media on all official business of the state, now, therefore, be it resolved that the LAB legislative committee seek the proper ways and means to convince the state legislature to designate the radio and television stations of Louisiana as official journals of the State of Louisiana along with the press.

Mr. Wray

In other business of the one-day meeting, E. Newton Wray, KTBS Shreveport, was elected LAB president; B. Hillman Bailey Jr., KSIG Crowley, vice president, and Bill Patton, KLFY Lafayette, secretary-treasurer.

Named to the board of directors were W. E. Jones, KSLO Opelousas; Harold Wheelahan, WSMB New Orleans; Paul Goldman, KNOE Monroe; Henry Clay, KWKH Shreveport; David Wilson, KPLC Lake Charles; George Thomas, KVOL Lafayette; George Martin, KROF Abbeville, and Dierrell Hamm, KANE New Iberia.

DeFOREST, MILLIKAN

Feted at WCEMA Anniversary

CLIMAXED by its all-industry banquet Thursday during which engraved plaques were presented to radio pioneer Dr. Lee DeForest and Dr. Robert A. Millikan of the California Institute of Technology, West Coast Electronic Manufacturers Assn. celebrated its 10th anniversary at Hotel Statler, Los Angeles.

Dr. DeForest was lauded as "renowned scientist, inventor, author, whose invention of the three electrode tube opened the way to modern radio and spearheaded the development of the electronic industry."

Dr. Millikan was referred to as "eminent scientist, scholar, teacher, author, whose researches as a physicist provided a foundation for our modern technology and whose leadership as a scientist and citizen profoundly influenced the development of the West."

IBS Advisory Group Set

FORMATION of a "sales direction committee" to guide the selling activity of Intercollegiate Broadcasting System's national representative, Thomas F. Clark Co., and of the IBS sales department was announced last week by IBS Sales Manager Walter Hofer. The committee includes college students and alumni, representatives of IBS member stations, and IBS executives.

WGST
WGST
"I PROMISE CPM"

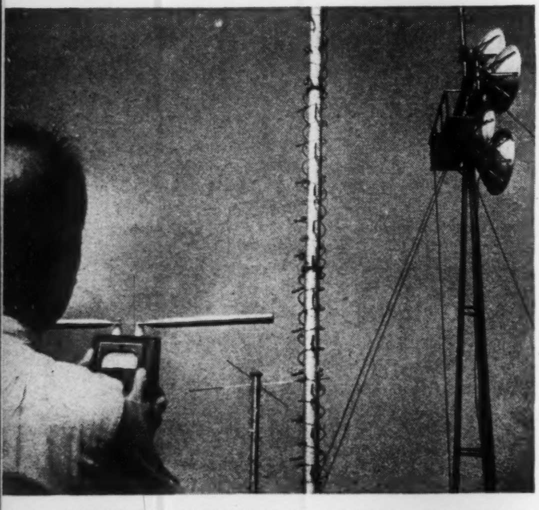
WGST wins by a landslide in Atlanta because it has CPM—the platform endorsed by time-buyers everywhere. C—means coverage of Atlanta and the 36 surrounding counties in the retail trade zone. P—for the best in local and net programs, M—for high-powered merchandising support to jobbers, chains and independent retail outlets. Join the winning party—contact WGST or our national reps for the full story.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC

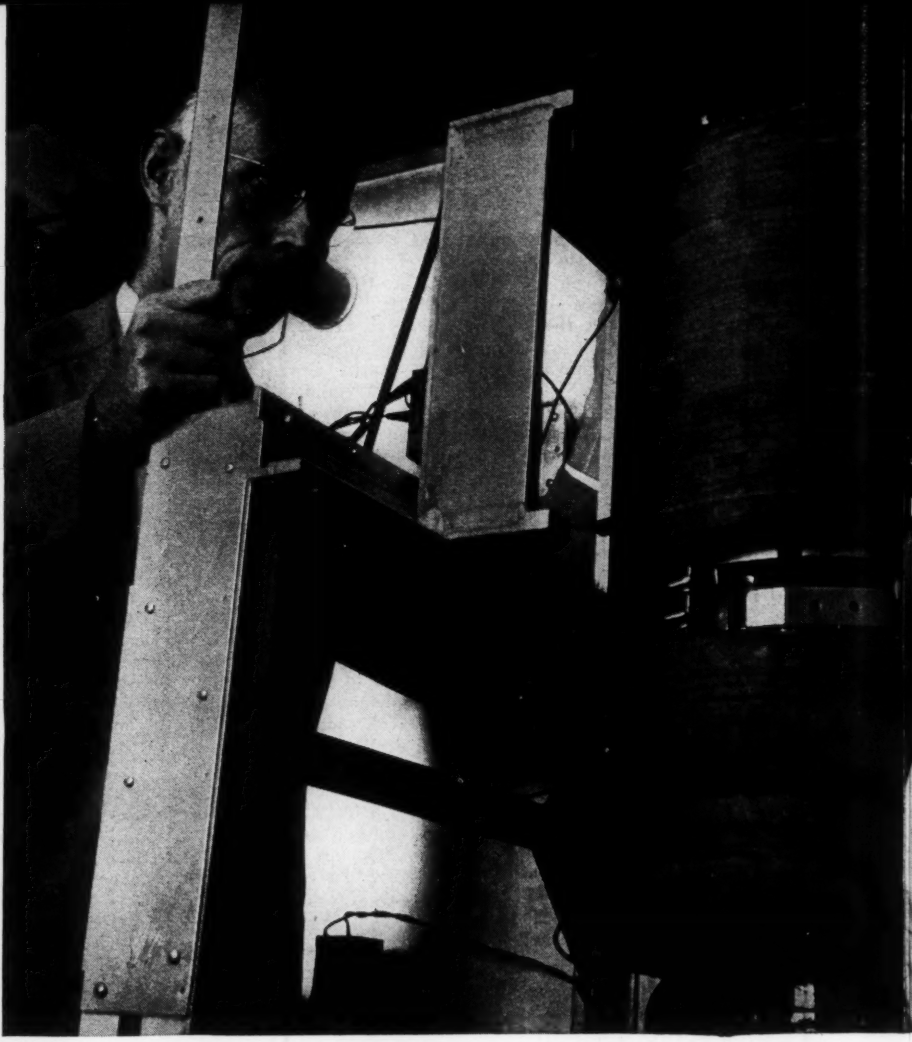
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

12 KW TRANSMITTER DESIGN. Hundreds of intricate design problems were solved in daily conferences. C. A. Wadsworth, left, confers with W. R. Fraser, right, and E. W. Harvey, center, on model design of a UHF unit.

HIGH-GAIN ANTENNA DEVELOPMENT. L. O. Krause, G-E electrical engineer, left, is one of the men responsible for helical antenna development. Above, he discusses antenna components in the instrument shop.



G-E HELICAL ANTENNA TEST. A field intensity test is run on a four-bay helical antenna installed at Electronics Park. The helical antenna, used with all UHF transmitters, boosts Effective Radiated Power up to 20-25 times.



KLYSTRON TUBE INSTALLATION. H. M. Crosby, project engineer on UHF transmitters, checks an installed 15 kw klystron tube as part of a life cycle test. This tube was developed for G.E. by Varian Associates.

HOW G-E DEVELOPED

G. E. offers a complete plan of equipment requirements—backed by years of research and engineering!

As early as 1949 General Electric predicted the nearness of UHF telecasting. They also recognized this basic fact—only high-power transmitters would solve UHF equipment requirements. Top G-E engineers went to work on a new transmitter design for UHF operations.

Experiments went on for many months to achieve maximum transmitter power. Investigation of resnatron, traveling wave and tetrode tubes proved that the war developed klystron was superior to all others. G.E.'s application of the klystron makes high-power UHF telecasting a here-today reality!

A completed 12 kw transmitter is available now—months ahead of other manufacturers. *Plus,* a complete plan to include all equipment requirements for UHF television operations today!

G-E industry leadership today is a product of thoroughly trained engineers and invaluable experience in the field of UHF television.

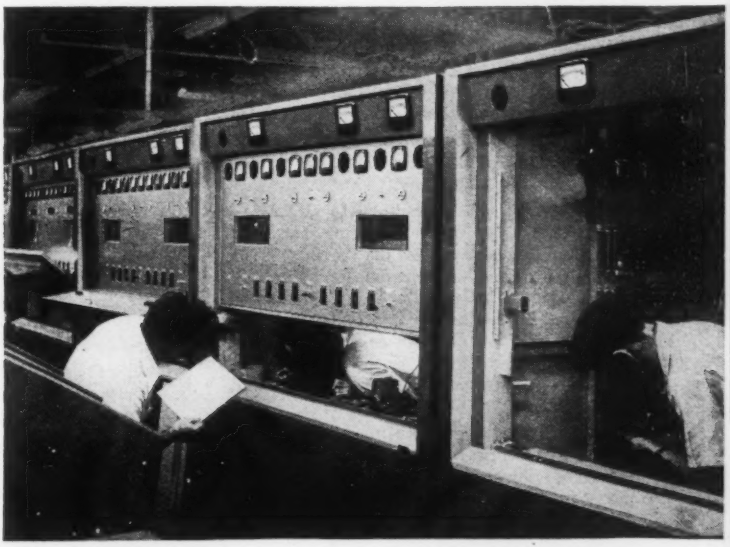
Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

HIGH-POWER TRANSMITTER CONFERENCE. A wealth of electronics experience is represented in the picture above at a conference in Electronics Park, Syracuse, N. Y. Here H. B. Fancher and his staff lay the groundwork to make UHF telecasting with maximum power a reality.

INDUSTRY'S HIGHEST POWER UHF TRANSMITTER

100-WATT EXCITER TEST. G. A. Mayoral runs a typical test on the General Electric 100-watt exciter which will be used as the driving unit for both the 12 kw transmitter *and* the 1 kw transmitter. A veteran in the broadcast field, Mr. Mayoral played an important part in this work.



UHF EQUIPMENT PRODUCTION. 100-watt UHF exciter units on the UHF equipment production line—part of the complete requirements for new TV stations. *Testing on customer frequencies* assures superior design and performance of equipment that is years ahead of other manufacturers.

XUM

editorial

DuMont on the Ball

THE MONOPOLISTIC football television policy practiced this season by the National Collegiate Athletic Assn. has proceeded far enough for its serious flaws to be clearly visible.

If its flaws are evident, its virtues are completely obscure.

The only virtue ever claimed for it by its adherents is that it would prevent a disastrous decline of admissions at the stadia. And that assumption was made on the basis of the most questionable research.

Its major flaws have been pointed out by Dr. Allen B. DuMont. As reported elsewhere in this issue, Dr. DuMont calls the TV restrictions "collectivist" in nature and "contrary to the principles of the American incentive system."

We believe Dr. DuMont is entirely correct. The unfortunate thing about the NCAA's restrictions is that they are subscribed to by a group of institutions which presumably are shaping the minds of a whole generation of young Americans.

If these institutions flout basic principles in arranging their football affairs, the effect on their students is bound to be harmful to their confidence in the American system.

Dr. DuMont has the ball, and we hope he's headed for the goal line. He deserves some interference as well as cheers.

Loyal Opposition

A NUMBER of Adlai Stevenson's supporters have proposed that funds be raised to underwrite regular radio and television appearances of the defeated Democratic candidate. Though their motives may be wholly partisan, we cannot help feeling that Mr. Stevenson could perform an excellent service to the entire electorate if he were able to broadcast on a fixed schedule.

We do not advance this proposal out of partisan interest. Indeed this publication has never been an advocate of any party. It is out of a broader concern for the enlightenment of the American people through the incomparable media of radio and television that we would like to find Mr. Stevenson on the air.

We believe it could be managed successfully, despite the practical obstacles that appear, at first glance, to block the way.

Broadcasters might be inclined to shy away from a regular Stevenson schedule for fear that it would invite incessant requests for equal time from the Republicans. Perhaps they would be assured by the reminder that since neither Mr. Stevenson nor President-elect Eisenhower will be candidates, in the legal sense of the word, the restrictions of Section 315 of the Communications Act would not apply.

Nor would they be violating the general rules of the FCC regarding impartial presentation of rival views. It is a practical fact that the party in power, especially the President, is given frequent access to the people by radio and television simply because it is the party in power or, in a word, the government.

It seems to us that with Gen. Eisenhower as President and Mr. Stevenson as titular head of the party out of power, the situation is made to order for an illuminating presentation of differing views. Both are gentlemen and both intelligent. We would not expect either, in aerial appearances, to stoop to demagoguery or rabble-rousing. In the unlikely event that either did fall below the levels of respectability that are typical of them, broadcasters could keep them off the air. There is no restriction against censoring a speech of a non-candidate.

Mr. Stevenson could serve as the moderate and thoughtful spokesman of the loyal opposition whose 25 million votes certainly cannot be ignored. And radio and television could add another important public service to their already unsurpassed record.

Valid Inquiry

THERE CAN BE no valid objection to the plan of Rep. Charles A. Wolverton (R-N. J.) to take inventory of the regulatory agencies under the legislative jurisdiction of the House Interstate & Foreign Commerce Committee when he takes over the chairmanship next January. The FCC is one of the agencies to be called to justify its expansion, both in manpower and in authority, during 20 years of Democratic control.

The FCC, it would appear, has little to fear or to lose—manpower-wise—under such Congressional scrutiny. As to arrogation of powers, we think the story is different. A couple of years ago, the FCC might have been hard pressed to justify its payrolls and its appropriations. That was during the height of the TV freeze. And in the late '30's and '40's, the featherbedding propensities of the FCC were in tempo with the WPA projects of that era.

Today, the FCC has 1,125 employes, at headquarters and in the field. Most of them do a full day's work. There remains a group of lawyers, and perhaps others, who, in the staff vernacular, are "in Siberia." These are the men who were not regarded as sympathetic to the New Deal-Fair Deal philosophy, but who, because of civil service status or political connections, were never released or transferred.

Of course, the elections will have a sobering influence on many of the young "autocrats" on the FCC staff, who have been the law unto themselves. But we suspect that some of the worst offenders will find it expedient to leave Government service just about the time Congress convenes.

The Wolverton committee, of course, will give the FCC its day in court. We think a strong *current* case can be made on the *number* of people on the staff. We doubt whether an effective case can be made on its usurpation of power beyond that contemplated by the 1934 law. But many of those shortcomings were caught up in the McFarland Bill, which became law at the last session, after a half-dozen efforts had been thwarted largely by the FCC's legal staff.

In addition to the hearing of FCC testimony, we hope the committee will call other witnesses in assaying the FCC's size, scope, shape and color during these past two decades. The most competent observers, it seems to us, would be the practitioners before the FCC. The Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers should be invited to offer testimony. And the NARTB, representing most of the nation's radio and television broadcasters, might well be asked for its appraisal of 20 years of FCC under Democratic rule.

our respects to:

JOSEPH PATRICK WILKINS

IT'S ANYBODY's guess, how many of the 61 million votes in the Presidential election were cast because of Joe Wilkins. But it is safe to say that at least part of the 13 million increase in ballots over 1948 was made possible because of him.

No, Mr. Wilkins was not a candidate for any office. He is a veteran broadcaster, who believes that the United States is the greatest and freest country in the world and the right to vote is one of the most important of those freedoms.

Mr. Wilkins is interested in his community, which happens to be Great Falls, Mont. There he operates KFBB. After the 1948 election he was talking politics with some of his friends at the country club and was surprised at how many of them hadn't taken time to vote.

He started making inquiries—a sort of one-man survey—at Lions Club meetings, lodge gatherings and on the street. The results convinced him that something should be done to get otherwise patriotic and loyal Americans to cast their ballots on election day.

Being a radio man he felt that it was through radio that the most people could be reached. He started a one-man crusade. Whenever he took a business trip to Chicago, New York or Washington he sought out people who could help.

One such trip enlisted the cooperation of his network, CBS. Another that of the NARTB, several trade magazines, his Congressman and others.

Soon the efforts began to bear fruit. Others joined in the crusade. Everyone favored getting out the vote. It was a natural. Several groups took it up and called it their own idea. That was all right with Joe Wilkins. He was working toward an end and was glad to have as many recruits as he could get.

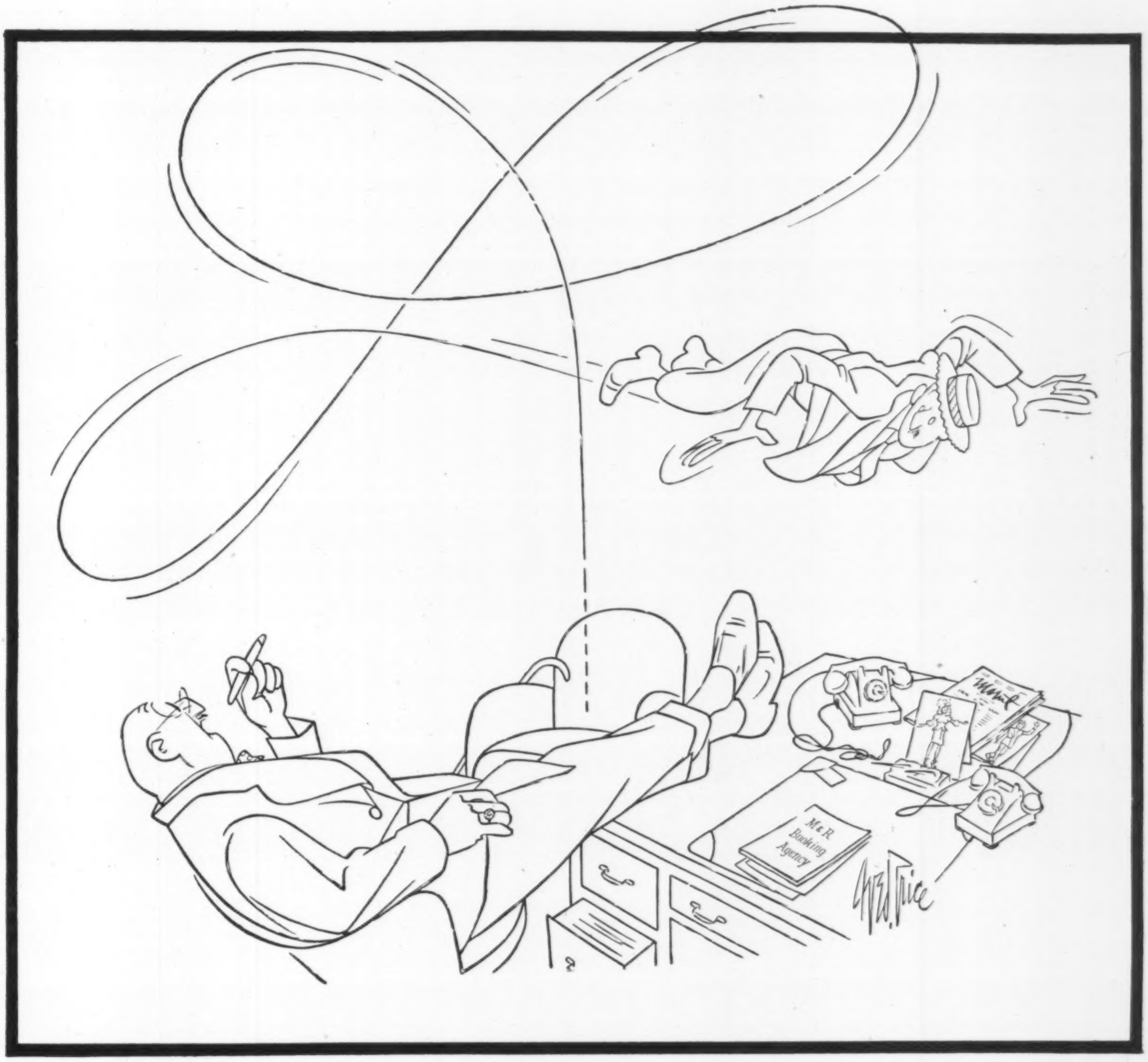
The result is well known. Radio and television everywhere cooperated. Many people had a hand in the record balloting but it is doubtful that the total would have attained the proportions it did if Joe Wilkins hadn't started his campaign back in 1948.

Joseph Patrick Wilkins was born on March 13, 1903, in Butte, Mont. His father was freight house foreman for the Great Northern Railroad. When he was promoted to station agent the family made several moves until they settled in Neihart, Mont., an old time mining camp.

There young Wilkins went to grade school, learned to fish, hunt and ski. When he was 12

(Continued on page 92)

XUM



"Bird imitations... that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a radio home—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year *than ever before!*

B
A
B

Broadcast Advertising Bureau, Inc.
BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

front office

WILLIAM V. ROTHRUM, program director, WSYR-AM-TV Syracuse, N. Y., elected vice president there.

ROBERT HYLAND Jr., national sales director, KMOX St. Louis, appointed general sales manager. **RAY McCARTHY**, director of public relations and publicity, transfers to sales as account executive.

Mr. Hyland

NORMAN SIMPSON to WBRK Pittsfield, Mass., as commercial manager.

JACK MULLIGAN, account executive, KLAC Hollywood, promoted to sales manager.

LU BASSETT, commercial manager, WELC Welch, W. Va., to WMOH Hamilton, Ohio, as promotion director and account executive.

LESTER SEIFFER appointed commercial manager, KRAM Las Vegas, Nev.

JOHN H. WHITE, account executive, KXOK St. Louis, to KMOX same city, in same capacity.

FRED SAMPLE, commercial manager, WNAM Neenah, Wis., appointed general manager, WAPL Appleton, Wis.

JULIAN HAAS, commercial manager of KARK Little Rock, Ark., has taken over active direction of KAGH Crossett, Ark. Station became bonus on NBC as of Nov. 1.

Choosy is the D-J

...about his transcription equipment

Look around – you'll find the top disc jockeys on the top stations are using Gray Tone Arms–proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new *viscous-damped* 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-11.

GRAY RESEARCH

and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

PRESIDENT

Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

CHARLES JOHNSON appointed manager of newly opened San Francisco office of KROW Oakland, Calif. Office is located at 681 Market St. Telephone is Douglas 2-8172.

Personals . . .

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed campaign director for March of Dimes drive in that city.

HAMILTON SHEA, general manager, WTAM and WNBK (TV) Cleveland, presented with plaque from John Carroll U. there on behalf of stations' cooperation in presenting series titled *Catholics Believe*. . . . **BUD PENTZ**, general manager, KWBE Beatrice, Neb., elected vice president of city's Kiwanis Club for 1953.

PLYMOUTH DRIVE
Record Concentration Set

TO INTRODUCE the 1953 Plymouth, the auto company is using the greatest advertising concentration in its history, through its Plymouth campaign agency, N. W. Ayer & Son, Philadelphia.

The car will be presented to the public on Nov. 20. During that week, Plymouth will sponsor nine half-hour radio programs on NBC and CBS Radio. The programs, spaced during evenings of the announcement week, are *The Line-Up, Junior Miss, Gunsmoke, Mr. Chameleon*, the *Henry Aldrich Show, Meredith Wilson's Music Room, Jason and the Golden Fleece, Judy Canova Show*, and *Red Skelton Show*. Also on radio, frequent daytime commercials will be broadcast in approximately 270 cities.

Two segments of the *Today* program on NBC-TV will be used and 20-second chainbreaks will be telecast in evening periods in all TV cities. Each city will get 13 to 17 spots.

RADIO STILL TOPS
In Canada—McDermott

CANADIAN AM station operators are improving their programming and have as yet had no competition from Canadian TV, Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, told the Young Men's Advertising & Sales Club of Toronto last week. He stated that based on TV viewing ratings in the Toronto-Hamilton area, it costs about $1 per viewer for advertisers using CBLT (TV) Toronto. "It certainly must be for reasons beyond good business practice that present advertisers are using the medium," Mr. McDermott said. "Even the smallest Toronto station can deliver more than 300 listeners for every dollar spent by an advertiser."

He told his audience that more than 94% of all Canadian homes have at least one radio set, that 922,907 automobiles are radio-equipped in Canada. "Television and radio will eventually complement one another in advertising. But Canadian advertisers will find radio the much better buy for years to come," he forecast.

WETHINGTON NAMED
Rambeau Executive V. P.

PROMOTION of James A. Wethington to executive vice president of William G. Rambeau Co., station representation firm, was announced last week by President William G. Rambeau.

Mr. Wethington

Mr. Wethington has been sales manager and vice president of the New York office of the company since last January. He joined the Rambeau organization in March 1951 as a salesman after service on the sales and announcing staffs of WICC Bridgeport, WLCS Baton Rouge and KSLO Opelousas, La. He entered radio in 1948 at KSLO.

NOVEL PROMOTION
Wins Advertiser Approval

THROUGH a novel promotion, KEPO El Paso is using recorded stationbreaks made by prominent local business executives.

Carefully planned tie-in copy is used. For example, "This is John Doe of the Friendly Furniture Co., reminding you that this is KEPO, the friendly voice of El Paso," or, "This is James Doe of X-Premium Beer, saying that for premium listening, its KEPO El Paso."

Miller C. Robertson, KEPO president, explains promotion was begun: To obtain in usable form, either direct or implied, approval of well-known personalities; to give the advertiser a plus service, without spending much money and without tampering with the rate structure; to make on-air accounts more conscious of the call letters; to give management an opportunity to show impressive facilities to hard-to-reach businessmen, and to give stationbreaks enough distinction to draw listener comment.

As an added feature, KEPO photographs the person at a KEPO microphone, frames and mails the picture. As a result, the station's call letters are displayed on office walls throughout the city.

"local" for 150 miles...

There are 14 other radio stations in the 47 communities of KFRE's Central California market.

Yet so well does KFRE blanket the entire area that leading retailers in those surrounding radio communities buy KFRE in preference to their home town stations — for better home town coverage.*

The incontestable survey that sells them — and resells them — is the continuous tinkle of their cash registers.

* *The latest independent, area-wide Pulse study tells the same story. Ask Avery-Knodel.*

KFRE *Paul Bartlett, President*

FRESNO, CALIFORNIA • 50,000 WATTS • 940 KC • CBS

No! No!
It's all in the
BROADCASTING
YEARBOOK

You don't need the T square, graphs, slide rule, geiger counter or a seismograph to find out all the information you want to know about the business of broadcasting.

You'll find it all in the 1953 BROADCASTING Yearbook.*

Enter your reservation today. Single copies $5.00. $11.00 for complete subscription, including weekly issues of BROADCASTING TELECASTING, and the 1953 TELECASTING Yearbook.*

* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Here's my reservation for the 1953 Yearbooks and enter my subscription to BROADCASTING • TELECASTING with the next issue:

( ) $11 encl ( ) Bill

Name

Company

Street

City Zone State

1953 Broadcasting Yearbook

air-casters

ROBERT E. LYALL appointed director of field merchandising for WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton.

NORM KELLER, disc jockey, WMOH-AM-FM Hamilton, Ohio, promoted to program director.

P. S. ANDERSON appointed coordinator of local and national promotion and publicity, KMOX St. Louis.

HARRY MITCHELL appointed program director, KCBQ San Diego.

EDWARD R. CAPRAL, former program director, WATL Atlanta and now on active duty with U. S. Army, to staff of WLTV (TV) Atlanta, after discharge Jan. 1.

CHET COOPER, production staff, WFIL-TV Philadelphia, promoted to studio manager there.

BEA JOHNSON, director of women's activities, KMBC-KFRM Kansas City, elected national president of Gamma Alpha Chi, professional advertising fraternity for women.

Mrs. Johnson

ROBERT ROBERSON, assistant manager, William Foote Homes Projects, Memphis, named to coordinate Negro public relations activities for KWEM West Memphis, Ark.

PAT TURNER, traffic manager, WANN Annapolis, Md., to WICC Bridgeport, Conn., in similar capacity.

KATHRYN D. HEISER, wife of the late **ALBERT E. HEISER**, president-general manager, WLEC Sandusky, Ohio, to station as promotion director.

DON THOMPSON to WBRK Pittsfield, Mass., as announcer. **JOE DOBSON**, Chicago White Sox pitcher, added to station's staff for weekly sports show.

BRANDON LEE CHASE, KFH Wichita, Kan., to announcing staff, WDSU New Orleans.

STAN KAPLAN to announcing staff, WCMA Corinth, Miss.

MAURY RIDER, chief announcer, KIRO Seattle, to announcing staff, KJR same city.

JOHN STEADMAN, Hollywood free lance radio-TV producer-announcer, to Armed Forces Radio Service, that city, as producer.

BOB RAIFORD added to announcing staff, WTOP-AM-TV Washington.

ARTHUR P. CRITCHLOW appointed merchandising director for WIP Philadelphia's *Kitchen Kapers* show, replacing **ROBERT F. TURNER** who has resigned.

MILLIE SOULE appointed women's director and office manager, WMOH Hamilton, Ohio. **DOROTHY KRAUS**, continuity staff, and **VIRGINIA BLEVINS**, traffic department, promoted to head respective departments. **HAZEL De CICCO** added to continuity staff. **KEN MALONEY** and **LANCE BEARD** to WMOH as announcers.

HARRY J. VOELKER to KTBC Austin, Tex., as director of merchandising and promotion for TV outlet expected to begin operation Dec. 1.

GENE FLAVIN, graduate of Television Workshop of New York, to production staff, WSYR-TV Syracuse, N. Y. **BOB WHITNEY** added to WSYR's announcing staff.

LARRY THOR, TOM HANLON, JOHN WALD, BILL BALDWIN, GIL WARREN and **SAM HAYES**, Hollywood radio announcers, sports and newscasters, assigned roles in Allied Artists feature film, "The Roar of the Crowd."

BEN WRIGHT, who portrays Nicky on NBC radio *One Man's Family*, assigned role in 20th Century-Fox feature film, "The Desert Rats."

WALTER SCHARF, musical director, NBC radio *Phil Harris-Alice Faye Show*, has composed new symphony, "Saga of Scrooge," to be premiered by Los Angeles Symphony Orchestra during December.

ALAN YOUNG, CBS-TV personality, father of girl, Nov. 7.

NICK CAMPOFREDA, sports director, WAAM (TV) Baltimore, father of girl, Ellen, Nov. 11.

PAUL M. ROBERTS, combination man, WSPB Sarasota, Fla., father of girl, Deborah Jean. **DEAN L. FLEISCHMAN**, special events man there, father of girl, Carolyn Susan.

News • • •

LAWRENCE J. WARICK, deputy chief of Radio-TV Liaison Branch of U. S. State Dept., to Washington staff of CBS-TV News and Public Affairs as assistant producer.

WORC Local Sales Rise

LOCAL billings of WORC Worcester, Mass., for last month were up nearly 320% over October of 1951, General Manager Kenneth M. Cooper announced last week. Station for the past year has been under the same ownership-management as WHIM Providence.

FREEDOM CRUSADE

Sparked by Ike, Adlai

THE 1952 Crusade for Freedom campaign opened Tuesday with speeches by President-elect Dwight D. Eisenhower, his Democratic opponent, Gov. Adlai E. Stevenson, and Henry Ford II, national chairman of the Crusade for Freedom, over ABC, CBS, MBS and NBC.

Gen. Eisenhower paid tribute to the Crusade for the effective steps it has taken to combat communism, citing accomplishments of Radio Free Europe and Radio Free Asia. But he declared that "the truth must be told over an ever-increasing number of transmitters to frustrate Communist attempts to drown it out." Gen. Eisenhower noted that Radio Free Europe is using 13 transmitters and Radio Free Asia three.

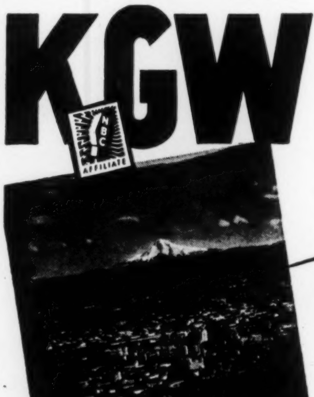
Gov. Stevenson lauded the project as one "conceived and financed by private citizens and foundations . . . without governmental participation. He noted that this private character of the Crusade gave weight "to the utterances of Radio Free Europe and Radio Free Asia" because "there is no free radio behind the Iron Curtain."

Mr. Ford, who introduced Gen. Eisenhower and Gov. Stevenson, offered the two speakers as the best evidence that all Americans can unite in a common cause. He called on all Americans to back the campaign.

The 1952 campaign is the third annual appeal by the Crusade for Freedom and continues to Dec. 15.

SESAC Contracts

SESAC last week completed contracts with W. Oliver Cooper, Cullman, Ala., and Marion Davis, Payette, Ala., publishers of religious music, according to K. A. Jadasohn, general manager. Mr. Jadasohn said that these contracts give SESAC agreements with virtually all of the publishers of sacred music. More than 900 radio stations carry regularly scheduled programs of gospel hymns, the SESAC executive stated.



KGW

THE People's Choice* IN PORTLAND, OREGON

*1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WCHS Spreads Word

TALKS to 22 West Virginia service clubs have been made in the past three months by the newly-established Speakers Bureau of WCHS Charleston. Among speakers are Harry Brawley, public affairs director; Morton S. Cohen, program director; Frank E. Shaffer, director of sales promotion, and Ernie Saunders, sports director. Thus far, they have talked in 10 of the station's 32-county coverage area. The theme, "radio is bigger and better than ever," is constantly emphasized and receiver sales totals (localized for whatever county being addressed) are quoted to substantiate this contention.

NEW BAB BOOKLET

Stresses Retailer's Needs

BAB has distributed to members a new presentation titled "Monthly Retail Sales Trends by Regions," to help radio salesmen understand the retailer's advertising needs. The booklet includes Federal Reserve Board's report of sales in 300 department stores in more than 100 U. S. cities.

Presentation is the second step in BAB's five-way expansion of retail services. The first was "Sales Opportunities Calendar," which has been issued monthly since June. BAB plans to distribute data on advertising lineage and trends, a how-to-do-it book to help retailers use radio and "Advertising Planning Sheets" for retailers' use in working out advertising schedules.

NRDGA Contest

RENEWAL of the cooperation of BAB and the National Retail Dry Goods Assn. in conducting an annual radio contest for retail stores was announced last week by BAB President William B. Ryan and Howard P. Abrahams, manager of NRDGA's sales promotion division and visual merchandising group. The contest, open to all NRDGA stores, is separate from BAB's "Radio Gets Results" contest in which stations themselves submit entries. Certificates will be awarded in three store classifications, and special awards also will be made. Deadline for entries is Dec. 10. Winners will be announced during NRDGA's annual convention in New York, Jan. 12-15.

TAB Meeting

FULL agenda has been mapped for the annual meeting of the Tennessee Assn. of Broadcasters to be held Nov. 24 at the Andrew Jackson Hotel, Nashville. President and presiding officer of TAB is John Parry Sheftall, WJZM Clarksville. Luncheon and dinner are planned for the one-day conference.

INTRA-RWG SPAT

Chevigny, Higley Sue 31

TWO officers of Radio Writers Guild, Hector Chevigny and Philo Higley, last week filed separate libel actions in New York County Supreme Court asking $100,000 each in damages from a group within the union known as "We The Undersigned."

Mr. Chevigny and Mr. Higley, who were elected national vice president and vice president of the Eastern Region of RWG, respectively, on Nov. 6, charged that 13 members of "We The Undersigned" have accused the guild's administration with pro-communist sympathy. Sidney Fass instituted the libel action as Mr. Chevigny's attorney while Milton H. Friedman acted for Mr. Higley.

"The 31 have been part of a group which in three successive elections has charged pro-communist sympathy in the guild's administration but to date has elected but one candidate," Mr. Chevigny declared. "My action has been taken as an individual but it should deeply interest the industry for reasons other than the mere curious fact of a union president suing his membership."

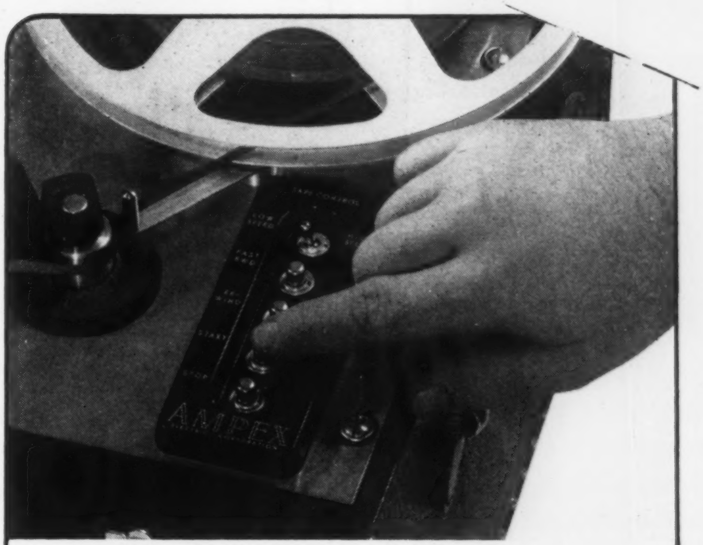
Mr. Chevigny said that during the past three years this segment's tactics had the effect of frightening "sensitive sponsors and their agencies into eliminating some of our most experienced creative minds."

He said that in a mailing sent to the guild membership in October, the 31 named defendants called the entire administration's slate of candidates "a group . . . that consistently and publicly has been supported" by 13 individuals who either had been uncooperative with investigative committees or who had been named associates by ex-Communists.

Mr. Chevigny called this an attempt "to create the impression that these 13 people formed a bloc all in the guild's New York region and influential in our administration."

Mr. Higley charged injury to his "good name, credit and reputation as a man, as a member of the Radio Writers Guild as an officer of such guild and as a member of my profession." He also referred to the purported mailings by the "We The Undersigned" group as a basis for his suit.

Named as defendants in the suit are: Ruth Knight, Paul Milton, Vera Oldham, Knowles Entrikin, Doris Halman, Nora Stirling, Stedman Coles, John Styles, Gordon G. Day, Carl Bixby, Stanley Niss, Joseph Mindel, Ann Dixon, Tex Edmonsen, Elinor Abbey, De Witt Copp, Howard Merrill, Stewart Hawkins, Howard Hotchner, Leonard G. Zanca, Gene L. Farinez, House Jameson, Roy L. Deets, Cosmos J. Reale, Nancy Moore, Marie Baumer, Jim McMenemy, Gail A. Ingram, Allen J. Coleman, Frank Wilson and Wanda Ellis.



An AMPEX is always ready to go

—Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today.

Model 403C
Model 403P

For new broadcast application bulletin, write Dept. D

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

XUM

CANADIAN LICENSES

CBC Denies Changes

TWO Canadian AM stations were refused license changes by CBC's board of governors, meeting Nov. 7 at Ottawa. CHNO Sudbury's request for a supplementary 250 w transmitter on 900 kc to operate from existing antenna was turned down. CJNT Quebec's application to operate a French-language station was refused.

CKCW Moncton's application for a power increase from 5 kw to 10 kw on 1220 kc was deferred for further study. CKRS Jonquiere was granted a frequency change and power increase. CFJR Brockville and CKY Winnipeg were granted licenses for emergency transmitter equipment, and share transfers were allowed CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmunston, CFJX Antigonish, and CHAB Moose Jaw.

Evans Resigns CAB

T. ARTHUR EVANS, since 1934 secretary of the Canadian Assn. of Broadcasters, and in recent years secretary-treasurer, has resigned to become executive secretary of the Society for Advancement of Canadian Music. The society was formed recently to represent Canadian music organizations and to protect these organizations against the increasing demands of copyright societies in other countries.

30 Years
of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

•

Write, Wire, Phone
or
Ask Headley-Reed

allied arts

BERTRAM B. TOWER, vice president and comptroller, American Cable & Radio Corp., elected to firm's board of directors.

RICHARD A. WILSON, general manager of industrial and defense products, Magnavox Corp., Ft. Wayne, Ind., elected vice president.

MAJ. GEN. EDMOND H. LEAVEY U.S.A. (ret.), elected vice president, International Telephone & Telegraph Corp., N. Y.

ELECTRO - VOICE Inc., Buchanan, Mich., has purchased Radio Mfg. Engineers Inc., Peoria, Ill. (amateur communications receivers, converters and accessories).

Maj. Gen. Leavey

ROBERT B. SAMPSON, finance and business div., RCA Tube Dept., appointed administrator of new business and financial consulting service for company's distributors of electron tubes, parts, test equipment and batteries.

EDWARD A. MALLING appointed manager of marketing, components dept., General Electric Co., Syracuse, N. Y.

H. B. STEINHAUSER, senior engineer, promoted to manufacturing engineer, instrument div., Allen B. DuMont Labs. **L. E. FLORANT** will head firm's engineering services section and **A. W. RUSSELL** will head electrical design section.

RICHARD D. GILLESPIE, director of publicity and member of sales promotion department, WKRC-AM-FM-TV Cincinnati, to radio sales promotion department of Frederic W. Ziv Co., transcribed program company.

JOHN S. MAHONEY, advertising manager, Hallicrafters, Chicago, named director of advertising.

INTERNATIONAL NEWS SERVICE, N. Y., is distributing illustrated manual detailing services offered to advertising profession by INS and International News Photos.

JIM BRENT, owner of his own advertising agency, Glendale, Calif., to Mercury Television & Radio Corp., L. A., as advertising manager.

DAVID SHER, radio-TV department, William Morris Agency, Beverly Hills, has resigned.

KARL von GAA, district sales manager in New York metropolitan area for Allen B. DuMont Labs., to television div. of Canadian Aviation Electronics Ltd., Montreal, as national sales manager.

JACK CLOUD, editor, *Playthings* magazine, to Jewell Radio & Television Productions, Chicago, as merchandising director.

EARL KIRK promoted to distributor sales manager, Regency div., I.D.E.A. Inc., Indianapolis.

NORFLEET CALLICOTT, manager, Long Beach branch, Hoffman Sales, L. A., to Oregon Television Distributors, Portland outlet for Hoffman TV sets, as general manager.

HOMER CANFIELD, NBC-TV Hollywood assistant network program director, resigns to become independent TV packager.

ELECTRO PRECISION PRODUCTS Inc., College Point, N. Y., appoints Adolph L. Gross & Assoc., N. Y., as sales representative in metropolitan New York area.

RICHARD J. McCUSKER named assistant sales manager, radio-TV div., Westinghouse Electric Corp., Sunbury, Pa., succeeding **J. W. HITCHCOCK** who has resigned.

ROBERT C. TAIT, president of Stromberg-Carlson Co., Rochester, appointed chairman of finance campaign of National Planning Assn.

NORMAN GREER, partner, Foladare, Greer & Bock, Hollywood publicity firm, father of twin girls, Nov. 5.

Equipment . . .

INSULINE Corp. of America, Long Island City, N. Y., announces manufacture of multiplier probe said to extend d-c voltage ranges of standard vacuum-tube voltmeters 100 times. Known as 100X, device is of special interest to TV engineers and service men.

Technical . . .

FRANZ HARTMAN, engineering staff, WSYR Syracuse, N. Y., elected to membership in Phi Beta Kappa, national scholastic honorary fraternity.

JACK ANDREWS, transmitter engineer, WISH Indianapolis, father of girl, Nov. 3.

It's Happening in NEW HAVEN

ON WNHC

28.040 Radio Programs Ago
The PERELMUTTER CO. started to sell clothing over
WNHC
They're still doing it SUCCESSFULLY now
in their eighth Consecutive Year!
The cash registers ring when New
Haven Merchants put their advertising
investment on WNHC.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN
NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

DUNN ELECTED

Heads New RCA Division

ELECTION of Cecil M. Dunn as president and Robert A. Seidel as board chairman of the new RCA Estate Appliance Corp. was announced last week after stockholders of Noma Electric Corp. approved the sale of Estate Stove Co. of Hamilton, Ohio, to RCA.

RCA acquired Estate Stove, manufacturer of "Heatrola" stoves and equipment, several weeks ago subject to approval of the stockholders of Noma, the parent company. With that approval, Estate becomes a wholly-owned subsidiary of RCA. Election of the new officers was announced Wednesday by Frank M. Folson, president of RCA.

Mr. Dunn was president of Estate under the former ownership. Mr. Seidel, the board chairman, is a vice president of RCA. Other newly-elected officers of RCA Estate Appliance Corp. are Gordon Kemp, vice president and treasurer; Ellsworth Sims, vice president in charge of manufacturing; Loretta Welsh, secretary; Robert Ireland, comptroller; Robert Isinger, assistant treasurer, and Margaret Stevenson, assistant secretary.

CAPAC Copyright Fees

NO INCREASE in copyright fees for 1953 is being asked by the Composers, Authors and Publishers Association of Canada (CAPAC), in a tariff filed at Ottawa. A special issue of the official *Canada Gazette* on Nov. 6, showed rates for broadcasting stations to be the same as for 1952. Written objections to the fees will be accepted at Ottawa till December 6. Public hearings will be held by the Canadian Copyright Appeal Board early in the year, it is expected. At present, the basis on which the rates were set by the Canadian Copyright Appeal Board for 1952 is under a court appeal by the Canadian Assn. of Broadcasters and CAPAC, in the form of a test case against one Canadian station not paying the 1952 fees set by the board.

Text of ABC-UPT Initial Decision

(Continued from page 44)

terest. IT IS THEREFORE ORDERED that the following applications (more completely identified by file numbers and call letters on page 1 to 4 *supra*) BE and they are HEREBY GRANTED:

(a) License applications of Paramount Television Productions Inc.

(b) License applications of Balaban & Katz Corporation.

(c) License applications of WSMB Inc.

(d) Applications by Paramount Pictures Inc. and Paramount Pictures Corporation [and United Paramount Theatres Inc.] for consent to the transfer of control of Paramount Television Productions Inc. and Balaban & Katz Corporation.

(e) Applications by Paramount Pictures Inc., E. V. Richards Jr. and United Paramount Theatres Inc. for consent to the transfer of control of WSMB Inc.

Conclusions With Respect to the Merger of American Broadcasting Company Inc. and United Paramount Theatres Inc.

25. This part of the proceeding involves the proposed merger of American Broadcasting Company Inc. (ABC) into United Paramount Theatres Inc. (UPT), the merged company to be known as American Broadcasting-Paramount Theatres Inc. (AB-PT). The particular applications before us in connection with the proposed merger are applications for assignment of ABC's authorizations for television, AM and FM stations in Chicago, Los Angeles, San Francisco and New York and for the transfer of control over ABC's wholly-owned subsidiary, WXYZ Inc. (licensee of television, AM and FM broadcast stations in Detroit) to AB-PT, and the application by UPT to transfer to AB-PT its negative control over WSMB Inc., license of WSMB and WSMB-FM in New Orleans. While the particular applications we must pass upon are related, strictly speaking, only to the stations referred to above, in applying the statutory standard of "public interest" we must consider the effect of the merger not simply upon the owned and operated stations but also upon the ABC radio and television network and its competitive status.

26. We have long recognized that network broadcasting is an integral and necessary part of radio,[10] and we have more recently extended this recognition of the benefits of network broadcasting to the field of television.[11] We have also recognized that the public interest is served by competition among the networks, both radio[12] and television.[13] Indeed, it was our concern with the necessity of stimulating competition in network broadcasting, as discussed in detail in paragraph 99 of the findings, that led to the establishment of ABC in 1943 as an independent, competitive network. However, while ABC has been aggressive in securing AM affiliates, in obtaining its full quota of owned and operated television stations in major markets, in pioneering with respect to certain practices now standard network usage, and in developing special events and news programs which could be produced at moderate cost, it has not been able to compete effectively with NBC and CBS either in radio or television.

27. The dominant positions of NBC and CBS in network broadcasting, both in radio and in television, together with some of the reasons for their position, have been discussed in detail in paragraphs 105 to 110 of the findings and that discussion need not be repeated here. ABC has been unable to compete effectively with NBC and CBS, principally because it lacks the financial resources, the working capital, and the diversity of revenue-producing activities of the other networks or the companies with which they are associated. Increased financial resources are essential to enable ABC to improve its program structure, build larger audiences, and thereby attract and retain sponsors and affiliates. ABC has attempted from time to time to secure additional capital but with only meager success. The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in nine years of operation, has never paid a dividend. Attempts to secure equity capital through public issues of stock have been only partially successful. Short term bank loans, already resorted to by ABC, afford no permanent answer, and such loans have recently been obtained only through the personal endorsement of ABC's principal stockholder. The management of ABC therefore decided to seek a merger with another company and, after unsuccessful discussions with other organizations, finally initiated negotiations with United Paramount Theatres Inc., which resulted in the proposed merger.

28. The financial, organizational and operational details of the proposed merger are set forth in paragraphs 113 to 126 of the findings. They indicate that the merged company will have an ABC Division which will be a self-contained unit having full charge of the day-to-day broadcast operations and following existing ABC program and public service policies, and which will continue to have as its President, Robert E. Kintner; that the merged company will have adequate resources to enable the ABC Divi-

(Continued on page 62)

---

[10] *Report on Chain Broadcasting* (Docket No. 5060, 1941), page 88. The benefits of network broadcasting, as set forth in this Report, are referred to in paragraph 97 of the findings *supra*.

[11] Notice of Proposed Rule-Making, Docket No. 9807, adopted October 5, 1950.

[12] *In re Radio Corporation of America*, 10 FCC 212.

[13] Notice of Proposed Rule-Making, *supra*.

it's

a

fact!

The average American spends more time with radio than with magazines, TV and newspapers combined!

It's also a fact—WGN reaches more homes per week than any other Chicago station*— in the second largest market in the nation!

*BMB Study No. 2

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peachtree Street
Chicago — 307 N. Michigan Avenue • San Francisco — 625 Market Street

Text of ABC-UPT Initial Decision

(Continued from page 61)

sion to strengthen its programming and improve its physical properties, and thereby compete more vigorously with the other networks; and that the ABC Division, while retaining substantially its existing personnel organization, will secure the benefit of the full-time efforts of four of UPT's top executives, including Robert H. O'Brien, a former member of the Securities and Exchange Commission. ABC will have representation on the Board of Directors of the merged company and Edward J. Noble, organizer and presently majority stockholder of ABC and Chairman of its Board of Directors, will be a director of the merged company, Chairman of its Finance Committee and the largest individual stockholder.

29. Thus far, we have been concerned with the affirmative aspects of the proposed merger, chiefly the increased competition that ABC would be able to provide to the other networks. We now turn to a consideration of the possible adverse effects arising from the merger of a theatre chain and a radio and television network.

30. One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the Radio Corporation of America, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded by AB-PT, while formidable, would place it in a dominate position. Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple television. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on television, would cripple UPT financially, and produce only a minute increase in attendance at UPT's own theatres. There are, however, elements of competition presently or potentially existing between ABC and UPT as separate organizations which will probably suffer to a degree should the merger be effectuated, and these elements require and have received serious consideration. Paragraphs 127 through 142 of the findings contain a brief analysis of the competitive factors involved in the merger, particularly with respect to competition for audience and competition for product, the availability and future use on television of motion picture feature film in comparison with films made specially for television, and the effect upon competition of theatre television and pay-as-you-see television. The autonomous operation of the ABC Division and the decentralized operation of UPT's theatre subsidiaries and the obvious determination of the AB-PT officials to promote both media should serve to preclude the elimination of the competition for audience that probably exists between UPT theatres and ABC television stations and affiliates; on the other hand, we do not for a moment believe that some lessening of competition may not inevitably occur. However, we feel that there will not be any substantial lessening of competition, in view of the external competition facing UPT theatres and ABC radio and television stations and affiliates in every area, as pointed out in paragraphs 131 to 135 of the findings, and in view of the reasonable expectation that this competitive situation will continue, for the reasons stated in paragraph 136 of the findings. Furthermore, this external competition, particularly in radio and television, is sufficiently strong to compel AB-PT, even if it were not already so committed, to promote vigorously its activities in each medium; failure to develop strong ABC programming would more probably result in greater audience for programs of its broadcast competitors than for AB-PT theatres.

RADIO REACHES PEOPLE...
WSIX
WSIX DELIVERS
THE * NASHVILLE MARKET
Better Buy
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

* 53 BMB Counties in Middle Tennessee and Southern Kentucky can be *COVERED* by WSIX *ALONE!* Sell this Rich, Productive Market . . .

WSIX—Celebrating a Quarter Century of Service!

NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

31. It is the aforementioned factors, among others, which distinguish the proposed merger from the situation which existed within NBC at the time it operated two networks, the Blue and the Red, a situation which the Commission regarded as adversely affecting competition. Specifically, the competition, or more accurately, the potential competition between the Blue and the Red networks could have been direct and on "all fours," whereas the competition, present or potential, between a television network and a theatre chain is by no means as direct and complete as that between two independent networks. Secondly, whereas AB-PT will face the competition of other theatres, and of other networks in a dominant position, and will have to promote both of its activities vigorously, NBC was the dominant company in the field, had no great need to promote both networks vigorously and, as a matter of fact, did not promote the Blue network as vigorously as it did the Red. In fact, as we pointed out in the Network Report (page 45) the Red and Blue networks were not "even two distinct operating divisions or departments within NBC," and there was no real competition, as indicated in part by the policy of granting discounts on combined billings of the two networks (page 45). Finally, whereas the proposed merger offers the affirmative benefit of fostering competition between ABC and the dominant networks, the preservation of the two networks under NBC would not have promoted competition but would have limited it and maintained the dominant position of NBC.

32. Turning to the question of competition for product, we find that there is little, if any, competition presently existing between theatres and television for films, and the sources from which theatres and television secure films are separate and distinct. Any expectation of competition between television and theatres for films assumes that current motion picture feature films produced by the major producers would be made available to television; based upon the financial and other problems referred to in the findings, particularly paragraphs 61 to 65 and 128, we do not anticipate that the "majors" will initiate during the next few years a general release to sponsored home television of current feature film produced for motion picture theatre exhibition. In any event, we must bear in mind that the ABC network does not regard motion picture feature films as having much value for networks, and that the trend, for reasons outlined in paragraph 130 of the findings, is to film made specially for television. Such films are presently being produced by independent companies (as distinguished from the "majors") and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The "majors" may find that their high costs of production, high standards of technical perfection, late start in making film specially for television and the existence of other sources for such film give them only a modest role in the television film market. In summary, it appears unlikely that the "majors," who are the principal source of film for UPT theatres, will be the principal source or even a substantial source of film for the ABC network or ABC owned and operated stations. To the extent that the "majors" may in the future be a source of film, either substantial or minor, for both UPT theatres and the ABC network and owned and operated stations, to that extent, the merger might reduce the competition between them that might otherwise exist, but then only to the extent that the merged com-

WOR's 'Anonymous' Ads

WOR New York will launch a campaign of "anonymous" ads in trade publications this week using slogans and headlines incorporating the station's call letters.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

AP UNIT HEAD
Elected in Michigan

ELECTION of Milton L. Greenebaum, president of WSAM Saginaw, as president of the Michigan Associated Press Broadcasters Assn. was announced last week. He was named Nov. 7 to succeed J. P. Scherer, general manager of WHFB Benton Harbor, as head of the AP group.

Other new officers: Frank Benesh, news director of WKZO Kalamazoo; Dan E. Jayne, general manager of WELL Battle Creek, and Bob Runyan, news director of WOOD Grand Rapids, all elected vice presidents; and Ray J. Keiser, of Detroit, secretary.

On behalf of WKZO, Mr. Benesh accepted a trophy donated by Lester W. Lindow, general manager of WFDF Flint, for the best contributions to the AP news report from the Michigan radio field.

Mr. Benesh (third from l) accepts trophy from Burl Ely (extreme l) of New York, AP administrative assistant for radio. Watching are Mr. Scherer (second from l) and Mr. Lindow (r).

pany's pledge to promote both media aggressively and the autonomous operation of ABC and decentralized operation of the theatre subsidiaries prove ineffective to maintain that competition.

33. While UPT, through its theatre subsidiaries, has been a substantial purchaser[14] of film (amounting to approximately $30,000,000 in 1951), its so-called purchasing power must be considered in the light of the requirement of the consent judgment that pictures must be licensed, picture by picture and theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others. Furthermore, the announced policy of AB-PT is to make no package deals for theatre and television, and as stated above, its proposed organization is designed to effectuate this policy. Under these circumstances and in view of all of the uncertainties concerning the purchase by television and theatres of films from the same sources, we cannot credit with reasonable probability any suggestion that an unfair competitive advantage might accrue to ABC in the purchase of films, as a result of being associated with UPT.

34. The competition between theatre and home television for audience and product, as it exists today, is analyzed briefly in paragraphs 138 and 139 of the finding. Paragraphs 79 to 83 of the finding refer to the number of theatre television installations in theatres of UPT subsidiaries, the number of events televised, the financial results of theatre television events, the use of theatre television by the Civil Defense Administration and its projected use by business corporations for meetings. On the basis of the facts and findings on this record, we do not believe there is any reasonable probability that the merger of the home television and theatre television interests here involved will result in a substantial lessening of competition. As far as the future of theatre television is concerned, we do not propose to anticipate here what will develop in the pending rule-making proceeding (Docket No. 9552).

35. As far as pay-as-you-see television is concerned, to evaluate its role in the competitive situation in view of its experimental status, calls for stacking one assumption upon the other. This we have done in paragraph 140 of the findings. However, the competitive situation assumed is too remote and speculative to require or warrant any conclusions. The competitive situation with respect to stories and talent is referred to in paragraphs 141 and 142 of the findings; it is sufficient to state here that no competitive problems arise as far as stories are concerned and, as for talent, it is unlikely that the merger would substantially lessen competition in that respect.

36. Upon reviewing the competitive factors hitherto discussed, we conclude that while the merger may result in some lessening of some aspect of the competition that exists, either presently or potentially, between ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or tend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7[15] of the Clayton Act, 15 U.S.C. 18, as amended on December 29, 1950, as well as the test of Issue No. 9[16] of the Commission's Order of August 27, 1951. In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned and operated stations and its affiliates to improve their service to the public, and stimulating the other networks and stations to compete in turn. Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote. We therefore conclude that the merger will be in the public interest.

37. As far as compliance with the multiple ownership rules are concerned, upon approval of the merger, as indicated in paragraph 143 of the findings, UPT proposes to have filed requests for dismissal of the three pending television applications of its subsidiaries and B&K proposes to surrender its authority to operate FM station WBIK and assign its license for television station WBKB to CBS. The proposed assignment to CBS is dealt with in the next section of the conclusions and is approved. There remains for consideration in connection with the multiple ownership rules the question as to whether KECA-TV and KTLA, both located in Los Angeles, would be under common control by virtue of the substantial amount of stock of Paramount Pictures Corporation (the parent company of Paramount Television Productions Inc., which operates television station KTLA) which would be owned by stockholders of AB-PT, the com-

(Continued on page 64)

---

[14] UPT does not produce or distribute film. As for its relationship to Paramount Pictures Corporation, see paragraphs 28 and 29 of the findings and paragraph 37 of the conclusions.

[15] No "corporation engaged in commerce shall acquire, directly or indirectly, the whole or any part of the stock or other share capital and no corporation subject to the jurisdiction of the Federal Trade Commission shall acquire the whole or any part of the assets of another corporation engaged also in commerce, where in any line of commerce in any section of the country, the effect of such acquisition may be substantially to lessen competition, or to tend to create a monopoly."

[16] "To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce in any section of the country."

FIRST — IN NEWS
— IN SPORTS
— IN MUSIC

5000 WATTS DAY
1000 WATTS NITE

ASK TO SEE THE
APRIL 1952 HOOPER

•

The O. L. Taylor Company
National Representatives

•

IMPACT RADIO SALES—DETROIT

•

LANSING, MICHIGAN

Professional
Portable
Battery-Operated
Spring-Motor
Tape Recorder

The Magnemite*

Field recordings can now be made with equivalent quality and with as little effort as studio console recordings. Smaller than a portable typewriter (11½ x 10 x 8 inches), and weighing 15 lbs. including the dry-cell batteries that last 100 operating hours, the Magnemite* is easily carried and operated anywhere.

Here are truly professional specifications:

- Model 610-SD (7½ ips, 50 to 7500 cycles) meets *secondary* NARTB standards.
- Model 610-E (15 ips, 50 to 15,000 cycles) meets *primary* NARTB standards.
- Dynamic range 50 db.
- Flutter ± 0.1%.
- Governor-controlled constant speed spring motor.
- Headphone monitoring and playback facilities.

Write for complete technical literature and direct factory prices to:

AMPLIFIER CORP.
of AMERICA
398 Broadway, N. Y. 13, N. Y.
*Trade Mark Reg. Pat. Pend.

Text of ABC-UPT Initial Decision

(Continued from page 63)

pany succeeding to ABC's license for KECA-TV upon the approval of the merger. Detailed findings are set forth in paragraphs 24(b), 28, 29, 47 and 143(c), *supra*, with respect to the extent of the common ownership of Paramount Pictures Corporation and UPT; the wide distribution of UPT stock among thousands of small stockholders residing in every state of the Union and the similar wide distribution of Paramount Pictures stock; the requirements of the consent judgment that the two companies operate wholly independently without common directors or officers and that officers and directors of each company dispose of stock interests in the other, and the compliance with these requirements; the injunction in the consent judgment against the companies attempting to control or influence the policies of each other, and the continuing supervision of the Court; the further dilution of the common ownership between UPT and Paramount Pictures which will result from the merger of UPT and ABC; and the expectation that this common ownership will continue to decline so as to approach the degree of common ownership prevailing among other companies selling on national security exchanges. On the basis of these findings, we conclude that there will be no common control of AB-PT and Paramount Pictures Corporation.

38. AB-PT is legally, technically, financially and otherwise qualified to be a licensee of the Commission. Its officers and directors are likewise qualified. In view of the foregoing findings and conclusions, we conclude that a grant of the merger applications, referred to in paragraph 25 of the Conclusions and more completely identified by file numbers and call letters on page 3 *supra*, would serve the public interest, convenience and necessity, and it is ORDERED that they BE and THEY ARE HEREBY GRANTED.

Latest PULSE Reveals
ANOTHER LANDSLIDE
for KMTV

KMTV Captures 9 of the TOP 10 Television Shows in Omaha

All the precincts have reported, and it is another sensational landslide for KMTV. According to the most recent Pulse survey (October 8-14), KMTV carries nine of Omaha's ten television favorites. Only the program in the #8 position among the top ten was lost to Omaha's second TV station. Such an overwhelming endorsement of popularity and programming superiority is seldom received by any one TV station.

KMTV also landed the first three out of the top five favorite multi-weekly television programs. The average Monday-thru-Friday ratings for the 10:00-10:30 weather-news-sports summaries also revealed KMTV's dominance.

	KMTV	#2 Station
10:00	24.3	16.0
10:15	19.6	15.2

And for still further proof, KMTV's average weeknight (6:00 p.m. to midnight) share of audience was a big 61% as compared to 39% for the second station.

It is an unsurpassed vote of popularity for KMTV. When you place your advertising campaign, be sure you order the TV station with the big audience. Order KMTV. Check today with KMTV or your Katz representative for availabilities and further particulars.

CHANNEL 3 KMTV CBS ABC DUMONT
OMAHA, NEBR. Represented by KATZ, INC.
MAY BROADCASTING COMPANY

TV 'THREAT'

Radio Has Passed It, Vortman Tells MAB

RADIO has made substantial progress in the past year despite television's advance and has "passed the point where some considered that TV was a threat to its continued existence," Clyde D. Vortman, timebuyer of Zimmer, Keller & Calvert, Detroit agency, told the Michigan Assn. of Broadcasters.

Speaking Nov. 8 at the concluding session of MAB's two-day meeting in Detroit, Mr. Vortman said, "No medium has ever been able to reach the potential coverage of radio." He explained that 14% of the people never read newspapers and 17% take no magazines. "This means," he said, "that radio could provide the exclusive means of reaching a minimum of some 15% of the total market. 'Wherever you go—there's radio.' This is particularly important in terms of mass purchase items and necessities.

"While television can deliver more audience to some programs at certain times—primarily nighttime—there is a mounting cost factor involved. There are many cost comparisons which are favorable to radio. I know of one program, which is both broadcast and telecast, where television produces from five to seven times the audience ratings, but when costs of audience are compared radio is substantially lower and its ratings are of total homes, where the TV ratings are limited to TV homes.

Radio's Plusses

"There are additional plusses in the fact that each radio broadcast is over a period of about four times the length of the telecast, and the broadcast is additionally heard on many car radios. When we consider that the radio audience is unduplicated and lower in cost, this advertiser would be unwise to consider not using both media.

"Many advertisers do not have unlimited funds and there are many products where the sight message or demonstration is an unnecessary luxury. Go after them with your radio sales story. You've got a good one, if you'll trouble to organize its presentation and point it specifically to the product or service you're soliciting."

Mr. Vortman said television "is today and for some years to come will be working toward a goal that radio has already achieved—virtually complete coverage of all families in the United States. The progress of television coverage-wise in the past year is toward increased penetration in existing television markets—still far short of radio's coverage even in these comparatively few cities."

Howard Meyers, of O. L. Taylor Co., urged broadcasters to keep in close touch with regional and local sales managers of manufacturers and packagers since much advertising is now directed through these sources. "Every one of you must get to know every wholesaler, every distributor, every jobber in your primary area," Mr. Meyers said. "You must get into the retail sales field—particularly on drugs and foods."

The Michigan group elected W. A. Pomeroy, WILS Lansing, as president. William Edwards, WKNX (WKNX-TV and grantee) Saginaw, was elected vice president and Gayle Grubb, WJBK-AM-TV Detroit, secretary-treasurer.

New directors elected were John Wismer, WHLS Port Huron; Arch Shawd, WKBZ Muskegon; Dick Burnett, WSOO Sault Ste. Marie, all for two-year terms.

Franklin Sisson, program director of WOOD-TV Battle Creek, urged "modest-market TV stations" to leave extravaganzas to the networks and program with plenty of panels, news, interviews, weather, children's and women's shows and amateur productions. James Keachie, of RCA, Cleveland, spoke on economical operation of live cameras. Thad Brown, NARTB television director, reviewed the association's TV activities.

Glen Dolberg, BMI vice president, told of a recent BMI survey showing that three-fourths of stations are broadcasting concert music. Other speakers included Franklin Mitchell, WJR Detroit; Fred Palmer, radio consultant; Kevin Sweeney and Jack Hardesty, of Broadcast Advertising Bureau; Mr. Edwards; Robert Cessna, WFYC Alma.

WSAZ BIRTHDAY

Station Enters 30th Year

LAST Thursday WSAZ Huntington, W. Va., ABC affiliate, entered its 30th year of broadcasting in the Ohio Valley region. The station was founded Nov. 13, 1923.

Among notable WSAZ achievements was one during the Ohio River Valley floor in 1937, when the station broadcast nearly 200 hours continuously, providing a public service by warning people of the flood dangers, and airing emergency messages and news to families, the staff traveling to and from the station by rowboat.

A humorous highlight of WSAZ's chronology was the oft-told tale that onetime sports writer Duke Ridgley, instructed to stay by the microphone and talk about sports until an announcer returned, stayed two and a half hours alone in the studio for what probably was WSAZ's longest off-the-cuff dissertation on sports.

WSAZ today is licensed to WSAZ Inc., which also licenses WSAZ-TV. Col. J. H. Long is WSAZ president and Lawrence H. Rogers, general manager. On 930 kc, it has 5 kw local sunset power and 1 kw night.

NOVEMBER 17, 1952

TELECASTING

IN THIS ISSUE:

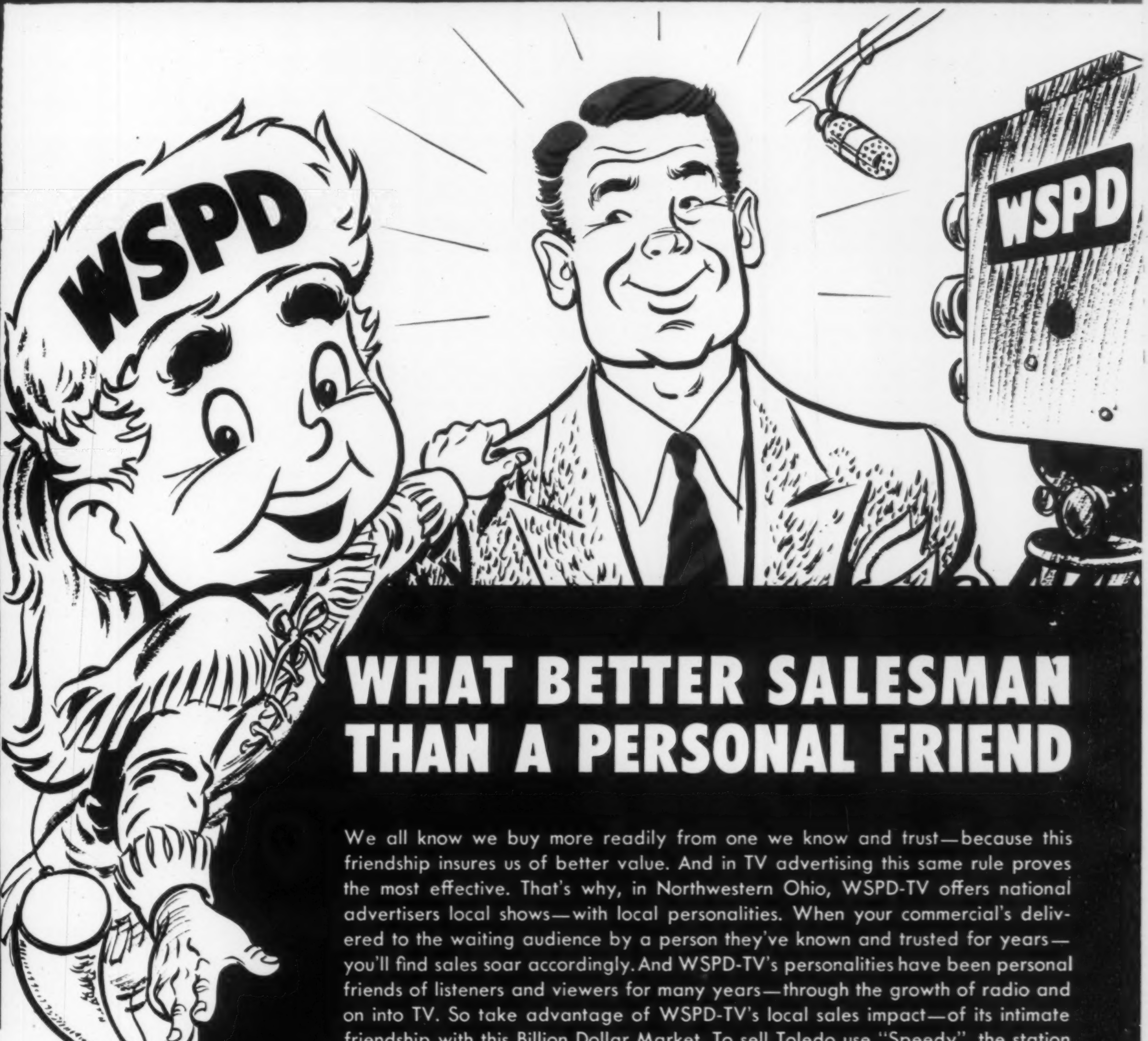
New Applications For Stations
Page 68

Latest Set Count By Markets
Page 82

CAB Pleads For Private TV
Page 86

Report On Film Activities
Page 90

in our
8th
year



WHAT BETTER SALESMAN THAN A PERSONAL FRIEND

We all know we buy more readily from one we know and trust—because this friendship insures us of better value. And in TV advertising this same rule proves the most effective. That's why, in Northwestern Ohio, WSPD-TV offers national advertisers local shows—with local personalities. When your commercial's delivered to the waiting audience by a person they've known and trusted for years—you'll find sales soar accordingly. And WSPD-TV's personalities have been personal friends of listeners and viewers for many years—through the growth of radio and on into TV. So take advantage of WSPD-TV's local sales impact—of its intimate friendship with this Billion Dollar Market. To sell Toledo use "Speedy", the station proven trustworthy through service. Ask Tom Harker, Bob Wood or your Katz Man for availabilities on local shows and let personal friendship SELL for you.

WSPD TV AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

SPADE COOLEY
THE KING OF WESTERN SWING

THE SPADE COOLEY SHOW

♠ **Every Saturday night, 8:30 to 9:30 over 1,200,000 Californians view "The Spade Cooley Show" on Channel 5. In fact, the "King of Western Swing" offers his sponsors the largest audience of any local TV program on the seven Los Angeles stations. Spade Cooley moves merchandise for American Home Foods, Inc., Boyle-Midway, Inc., Whitehall Pharmacal Co., and Bristol-Myers.**

33.0

Sept. '52 ARB Rating

♠ **Most folks are just plumb crazy about Spade's fiddle-playin' and all the commotion of a jamboree with comedy, lavish costumes and that big, hot swing band. You will be, too! If you want Southern California to buy your product, you buy on KTLA. Channel 5 is the leading station in America's second television market.**

For an audition print, wire, write or telephone . . .

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

KTLA
Paramount Television Productions Inc.

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

FCC'S PACE QUICKENS

Post-Thaw Grants Total 108

By LARRY CHRISTOPHER

INDICATING FCC's temporary "speed up" processing plan is beginning to function in earnest, grants for 10 more new commercial TV stations were reported by the Commission last Thursday to bring the total of new post-thaw stations to 108 and the overall TV outlets in the U. S. to 216.

Confining its actions to the Group A-2 city priority list again last week—cities without TV and more than 40 miles from an existing station — the Commission reached city No. 96, Pensacola, Fla., where uhf Ch. 15 was awarded to Southland Telecasters, owned by Charles W. Lamar, operator of KCIL Houma, La.

Current Speed to Continue

According to responsible sources within the Commission, the pace of new station grants to uncontested applicants in cities now without service can be expected to continue and possibly pick up even more toward the year's end.

The television processing staff has been bolstered [B•T, Sept. 1, Aug. 25] and the temporary speed up has been officially in effect since Oct. 15, considered sufficient time for its results to begin to appear [B•T, Sept. 22]. Under the temporary speed up, the Commission for an undefined but "limited" period of time is passing over contested applications when they are reached on the processing list in order to devote attention to unopposed bids in cities without service. Hearings and processing of contested applications scheduled or notified prior to Oct. 15, however, will continue as before. Reason for the speed up plan was the large backlog of hearing cases already in hand. List of bids passed over was announced a fortnight ago [B•T, Nov. 3].

A number of TV hearings are underway today (Monday). Only last Thursday FCC was juggling quarters in which to hold them, a housekeeping problem acknowledged earlier [B•T, Nov. 3], (see story, page 69).

Of the 216 TV outlets authorized in the U. S., a total of 112 are now operating with the commencement of KDUB-TV Lubbock, Tex., last Thursday (see story page 70). Many other new grantees plan commencement dates in the near future (see summary, page 72). None of the nine noncommercial, educational outlets authorized since the lifting of the freeze has completed construction.

Here are last week's 10 new grants:

- **Waco, Tex. (City priority Group A-2, No. 38)—Central Texas Television Co., granted uhf Ch. 34, ERP 5 kw visual and 3 kw aural, antenna height above average terrain 350 ft.**
- **Pueblo, Col. (Group A-2, No. 63) —Pueblo Radio Co. (KDZA), granted vhf Ch. 3, ERP 10.5 kw visual and 5.3 kw aural, antenna 300 ft.**
- **Green Bay, Wis. (Group A-2, No. 73) — Norbertine Fathers (WBAY), granted vhf Ch. 2, ERP 100 kw visual and 50 kw aural, antenna 450 ft.**
- **Fort Smith, Ark. (Group A-2, No. 84)—Southwestern Pub. Co. (KFSA), granted uhf Ch. 22, ERP 265 kw visual and 145 kw aural, antenna 270 ft.**
- **Lynchburg, Va. (Group A-2, No. 85) — Lynchburg Broadcasting Co. (WLVA), granted vhf Ch. 13, ERP 28 kw visual and 14 kw aural, antenna 2,090 ft.**
- **Tucson, Ariz. (Group A-2, No. 91) —Arizona Broadcasting Co. (KVOA), granted vhf Ch. 4, ERP 11 kw visual and 5.5 kw aural, antenna 220 ft.**
- **Tucson, Ariz. (Group A-2, No. 91) — Old Pueblo Broadcasting Co. (KOPO), granted vhf Ch. 13, ERP 316 kw visual and 160 kw aural, antenna 280 ft.**
- **Williamsport, Pa. (Group A-2, No. 92)—WRAK Inc. (WRAK), granted uhf Ch. 36, ERP 21 kw visual and 10.5 kw aural, antenna 1,280 ft.**
- **Santa Barbara, Calif. (Group A-2, No. 94)—Santa Barbara Broadcasting and Television Corp., granted vhf Ch. 3, ERP 50 kw visual and 25 kw aural, antenna 3,000 ft.**
- **Pensacola, Fla. (Group A-2, No. 96) — Southland Telecasters, granted uhf Ch. 15, ERP 20 kw visual and 10 kw aural, antenna 280 ft.**

In other TV developments last week the Commission issued a notice of proposed rule making which would amend the rules governing TV auxiliary services so as to provide for additional TV pickup, studio-transmitter link and intercity relay stations. FCC would reapportion existing channels in certain frequency bands and make other changes to accommodate the new uhf, as well as vhf, outlets.

By memorandum opinions and orders, the Commission also denied petitions of WFOX and WISN Milwaukee for review of Sixth Report decisions pertaining to the Milwaukee allocation and status of pre-thaw applications [B•T, June 30, 23].

Meanwhile, WWSW Pittsburgh petitioned FCC to stay the effective date of its final allocation of vhf Ch. 4 to Irwin, Pa., from Dec. 4 until such time as the U. S. Court of Appeals for the Third Circuit, Philadelphia, rules on WWSW's appeal of the Commission's failure to put Ch. 4 at Pittsburgh.

The Broadcast Bureau of the Commission reported last week it has notified WANE Fort Wayne, Ind., and Anthony Wayne Broadcasting Co., both seeking uhf Ch.

(Continued on page 81)

NBC CLIENTS

Offered TV Commercial Test Service

NBC Thursday announced a commercial testing service for its TV network clients by which the network makes available, at cost, facilities for producing experimental TV commercials and pretesting them before special audience groups.

The plan was announced at a New York news conference by John K. Herbert, NBC vice president in charge of radio and TV network sales, who also released a new research report, "How to Increase the Effectiveness of Television Commercials," developed from research, conducted by Schwerin Research Corp., to be employed in the new testing service.

This service offers to NBC-TV advertisers a means of pre-testing their commercials to eliminate unsuccessful sales appeals and replace them with more fruitful messages before telecast to nationwide audiences. NBC will make its New York studios available at scheduled times for rehearsing and shooting rough commercials, which need not meet finished production standards. These commercials will be kinescope-recorded and played back to Schwerin test audiences.

At the audience sessions, viewers are shown programs into which the commercials have been inserted. After the program, viewers are asked to write the brand name of the advertised product and all they remember having seen or heard about it in the commercials. Later they are asked reactions to the believability of major claims made for the product in the commercials.

2,000 Tests Made

The "How to" research presentation reported conclusions from some 2,000 tests made for several hundred nationally advertised products to discover what TV commercial sales points were best remembered and why. The information has been refined into five general rules: Correlate audio and video; demonstrate; keep it simple; use the right presenter; keep the setting authentic.

A study of two commercials for a TV receiver illustrated the first rule: Correlate audio and video. In one commercial, an announcer stood beside a set and recounted its special engineering features. This received responses from 5% of the viewers. The other commercial, in which the announcer stood beside an exposed chassis of the set and, while giving the same engineering story, pointed to each part as he described it, drew responses from 41% of the viewers, or eight times as much recall when both sight and sound were utilized simultaneously.

The importance of demonstration was illustrated with commercials showing a kitchen cleanser in use, a model washing her hair with the advertised shampoo which produced more suds than an unnamed brand used by another model, and a side of meat shown being trimmed to the choice portion placed into a package.

The rule, keep it simple, was demonstrated with two cigarette commercials. The first, in a span of 60 seconds, introduced ten scenes. The announcer praised the product, then followed a testimonial from an athlete, a second announcer, a shot of the product in use, another testimonial, etc. This elaborate and expensive production evoked a 13% response, but when

(Continued on page 100)

XUM

television grants and applications

Digest of Those Filed With FCC Nov. 7 through Nov. 13

Grants Since April 14:

	VHF	UHF	Total
Commercial	29	70	99
Educational	2	7	9
Total	31	77	108
Commercial television stations on the air	112 [1]	1	113 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	574	323	514	382	897 [2]
Educational	18		4	14	18
Total	592	323	518	396	915 [3]

[2] One applicant did not specify channel.

[3] Includes 108 already granted.

NEW STATION GRANTS

Listed by States

TUCSON, Ariz.—Arizona Bcstg. Co. (KVOA). Granted vhf Ch. 4 (66-72 mc); ERP 11 kw visual, 5.5 kw aural; antenna height above average terrain 220 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $249,033; first year operating cost $180,000; revenue $180,000. Post Office address P. O. Box 2911, Tucson, Ariz. Studio and transmitter location N. 10th Avenue and Lee St. Geographic coordinates 32° 14′ 32″ N. Lat., 110° 58′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President **R. B. Williams** (10.13%), Vice President **Richard O. Lewis**, Chairman of Board **John J. Louis** and Secretary-Treasurer **B. R. Fulbright**. [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 91.

TUCSON, Arizona—Old Pueblo Bcstg. Co. (KOPO). Granted vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 160 kw aural; antenna height above average terrain 280 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $369,733, first year operating cost $300,000, revenue $221,000. Post Office address 115 West Drachman, Tucson. Studio and transmitter location 115 West Drachman St. Geographic coordinates 32° 14′ 22″ N. Lat., 110° 55′ 32″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Harold C. Tovrea** (10%), owner Tovrea Realty & Insurance Co.; Vice President **Tom Chauncey** (20%), owner Tom Chauncey Jewelers; Secretary-Treasurer **Charles H. Garland** (10%), general manager, secretary treasurer and 5% owner Maricopa Bcstrs. Inc., licensee of KOOL Phoenix, and **Gene Autry** (48%), president and 85% owner of Maricopa Bcstrs. Inc. [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 91.

FORT SMITH, Ark. — Southwestern Publishing Co. (KFSA). Granted vhf Ch. 5 (76-82 mc); ERP 265 kw visual, 145 kw aural; antenna height above average terrain 270 ft., above ground 349 ft. Engineering conditions. Estimated construction cost $288,988, first year operating cost $244,400, revenue $260,000. Post Office address 920 Rogers Ave., Fort Smith, Ark. Studio and transmitter location 920 Rogers Ave. Geographic coordinates 35° 23′ 02″ N. Lat., 94° 25′ 22″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Reynolds**, Southwestern Publishing Co. president, interest in WIKK Erie, Pa., KBRS Springdale, Ark., KHBG Okmulgee, Okla., KAKE, Wichita, Kan., KWRN Reno, Nev. (66⅔%); Secretary - Treasurer **H. K. Seymour**, Comptroller **C. W. Parkinson**, and **Edith R. Reynolds** (33⅓%). [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 84.

SANTA BARBARA, Calif., Santa Barbara Bcstg. & Television Corp. Granted vhf Ch. 3 (60-66 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 3,000 ft., above ground 158 ft. Engineering condition. Estimated construction cost $289,014, first year operating cost $209,154, revenue $241,200. Post Office address P. O. Box 157, Santa Barbara. Studio location to be determined. Transmitter location San Ynez Peak. Geographic coordinates 34° 31′ 36″ N. Lat., 119° 58′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Seymour F. Johnson, Santa Barbara. Principals include Chairman of Board **Harry C. Butcher** (14%), owner of KIST Santa Barbara; President **Colin M. Selph** (22%), vice president and general manager of KDB Santa Barbara from August, 1951, to July, 1952; Vice President and Treasurer **Cecil I. Smith** (12%), resident manager of Schwabacher & Co. (investment bankers), Santa Barbara; Secretary **Alvin C. Weingand** (4%), president, manager and 51% owner of San Ysidro Ranch Corp. (ranching resort), Santa Barbara; **Ronald Colman** (10%), vice president and 49% owner of San Ysidro Ranch Corp., owner and feature player of *Halls of Ivy* (NBC radio program) and independent motion picture actor; **C. H. Jackson Jr.** (28%), manager and 25% owner of Petan Co. (ranching, real estate and dairy), Santa Barbara, and 50% owner of Teluride Mines Inc. (mining), Nevada, and **Arthur F. Marquette** (10%), 50% owner of Sherman & Marquette (advertising agency), Chicago and New York. [For application, see B•T, Aug. 4.] City priority status: Gr. A-2, No. 94.

PUEBLO, Col. — Pueblo Radio Co. (KDZA). Granted vhf Ch. 3 (60-66 mc); ERP 10.5 kw visual, 5.3 kw aural; antenna height above average terrain 300 ft., above ground 505 ft. Engineering condition. Estimated construction cost $167,000, first year operating cost $100,000, revenue $115,000. Studio and transmitter location 3011 Elizabeth St. Geographic coordinates 38° 17′ 30″ N. Lat., 104° 36′ 40″ W. Long. Transmitter and antenna RCA. Consulting engineer J. B. Heffelfinger, Kansas City, Mo. Principals include President **Dee B. Crouch** (16%), manager of KDZA; Vice President **Allen Pezoldt** (20%), Colorado Springs (Col.), residence and business construction; Secretary-Treasurer **Zula Seaton** (52%), retired businesswoman, and Assistant Secretary-Treasurer **Nina Ulrich** (12%), owner of travel courts in Arkansas City, Kan. Post Office address 3011 Elizabeth, Pueblo, Col. [For application, see B•T, June 16.] City priority status: Gr. A-2, No. 63.

PENSACOLA, Fla.—Southland Television Inc. Granted uhf Ch. 15 (476-482 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 280 ft. Engineering condition. Estimated construction cost $177,500, first year operating cost $120,000, revenue $120,000. Post Office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location corner of Government and Tarragona Streets. Geographic coordinates 30° 24′ 36″ N. Lat., 87° 12′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George A. Gautney, Washington. **Charles W. Lamar** is sole owner of applicant, but **T. E. Gibbens** will get 25% of profits from station. Mr. Lamar is partner in Lamar Adv. Co., Baton Rouge, La., owns KCIL Houma, La., and is minority stockholder in WAFB Baton Rouge. Mr. Gibbens is vice president, manager and minority stockholder in WAFB. [For application, see B•T, Sept. 1.] City priority status: Gr. A-2, No. 96.

WILLIAMSPORT, Pa. — WRAK Inc. (WRAK). Granted uhf Ch. 36 (602-608 mc); ERP 21 kw visual, 10.5 kw aural; antenna height above average terrain 1,280 ft., above ground 242 ft. Engineering conditions. Estimated construction cost $137,700, first year operating cost $50,000, revenue $70,000. Post Office address 244 W. Fourth St., Williamsport. Studio location 244 W. Fourth St., Williamsport. Transmitter location N. White Deer Ridge Road, near Williamsport. Geographic coordinates 41° 11′ 21″ N. Lat., 76° 58′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **E. N. Case**, Vice Presidents **Margarette T. Steele** (3.8%) and **John E. Person**, Treasurer **W. Van Person** and Secretary-Asst. Treasurer **George E. Joy** (1.3%). **Sun-Gazette Co.** owns 66.6% of grantee, and **West Branch Bank & Trust Co.** owns 27% of grantee. [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 92.

WACO, Tex.—Central Texas Television Co. Granted uhf Ch. 34 (590-596 mc); ERP 5 kw visual, 3 kw aural; antenna height above average terrain 350 ft., above ground 398 ft. Engineering conditions. Estimated construction cost $225,685, first year operating cost $200,000, revenue $225,000. Post Office address % Ross K Prescott, Room 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location Medical Arts Bldg., N. 9th and Austin Streets. Geographic coordinates 31° 33′ 12″ N. Lat., 97° 08′ 08″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Weldon & Carr, Washington. Sole owner is **Clyde Weatherby**, owner of KCLW Hamilton, Tex., and Clyde Weatherby (Ford) Motor Co. and Tractor Co., both in Hamilton. [For application, see B•T, July 28.] City priority status: Gr. A-2, No. 38.

LYNCHBURG, Va.—Lynchburg Bcstg. Corp. (WLVA). Granted vhf Ch. 13 (210-216 mc); ERP 28 kw visual, 14 kw aural; antenna height above average terrain 2090 ft., above ground 117 ft. Estimated construction cost $161,920, first year operating cost $90,600, revenue $93,987. Engineering condition. Post Office address 925 Church St., Lynchburg, Va. Studio location 925 Church St. Transmitter location on Tobacco Row Mountain, 11 mi. north of Lynchburg. Geographic coordinates 37° 33′ 54″ N. Lat., 79° 11′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Edward A. Allen** (27.77%), Vice President-General Manager **Philip P. Allen** (27.77%) and Secretary-Treasurer **J. P. Read Jr.** (4.16%). [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 85.

GREEN BAY, Wis.—Norbertine Fathers (WBAY). Granted vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 450 ft., above ground 383 ft. Engineering conditions. Estimated construction cost $463,700, first year operating cost $180,000, revenue $120,000. Post Office address P. O. Box 633, Green Bay, Wis. Studio location Columbus Club Bldg., 115 South Jefferson St. Transmitter location Glenmore Road, East of De Pere, Wis. Geographic coordinates 44° 24′ 20″ N. Lat., 87° 58′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **S. M. Kolleen** Vice President **D. M. Burke**, Treasurer **M. J. Beemster** and **R. D. Mulroy**. Applicant is non-profit, nonstock corporation. [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 73.

EXISTING STATION

Change Granted

WDEL-TV WILMINGTON, Del. — WDEL Inc. Granted change to vhf Ch. 12 (204-210 mc); ERP 2.5 kw visual, 1.25 kw aural; antenna height above average terrain 480 ft. (Change from vhf Ch. 7 [174-180 mc]; ERP 0.48 kw visual, 0.34 kw aural.) Change required under provisions of FCC Sixth Report & Order [B•T, April 14]. Grant Nov. 12.

EXISTING STATIONS

Changes Requested

WSB-TV ATLANTA, Ga. — Atlanta Newspapers Inc. Vhf Ch. 2 (54-60 mc). Change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 932 ft., above ground 1,059 ft. Estimated cost of change $100,000; estimated yearly operating cost $600,000, revenue $900,000.

KFOR-TV LINCOLN, Neb.—Cornbelt Bcstg. Co. Mod. CP (which authorized new TV station) to propose slight change in geographical coordinates. Vhf Ch. 10, ERP 59.27 kw visual, 29.625 kw aural; antenna height above average terrain 286 ft.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application amended (re-filed).

† LAFAYETTE, La. — Evangeline Bcstg. Co. (KVOL), vhf Ch. 10 (192-198 mc); ERP 117 kw visual, 70 kw aural; antenna height above average terrain 444 ft., above ground 473 ft. Estimated construction cost $317,900, first year operating cost $84,000, revenue $96,000. Post Office address 519 South Buchanan St., Lafayette, La. Studio and transmitter location 2.5 mi. NW of Lafayette on Sunbeam Lane, site of KVOL-AM-FM transmitters. Geographic coordinates 30° 14′ 29″ N. Lat., 92° 03′ 31″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Morgan Murphy**, who owns controlling interest in *Superior* (Wis.) *Evening Telegram; Manitowoc* (Wis.) *Herald-Times; Two Rivers* (Wis.) *Reporter; Chippewa Falls* (Wis.) *Herald-Telegram; Virginia* (Minn.) *Messabi Daily News; Lafayette* (La.) *Daily Advertiser;* Los Angeles (Calif.) *Eagle Rock News* and *Highland Park News-Herald;* similar control over WEBC-AM-FM Duluth, Minn., WMFG Hibbing, Minn., WEAU-AM-FM Eau Claire, Wis., and controls Lafayette Advertiser Co., 50% owner KVOL; Vice President **Mrs. George H. Thomas** (no other business interests indicated); Secretary Harry Squiers 10% owner and editor of Lafayette (La.) Advertiser Gazette Inc., and Treasurer **George H. Thomas**

(Continued on page 101)

M. H. (Tack) HAMMER (l), assistant to the president of KHQ-TV Spokane, and Frank P. Barnes, General Electric Co. sales manager for broadcast equipment, inspect the station's five-bay, Ch. 6 antenna. KHQ-TV is expected to begin operating early next year.

HEARING JAM

Nip and Tuck as Needs Mushroom

FCC CONTINUES to face problems of housing for its many comparative TV hearings in Washington as proceedings for cities already underway go on and on—leaving applicants for other cities virtually standing at the door waiting for a chamber in which to be heard.

By late in the week, through juggling of regular hearing rooms and addition of new ones, the Commission is barely meeting the demand. Commission officials acknowledge that as new hearings commence, the matter of finding space probably will continue nip and tuck.

As an example, at the end of the week Ch. 8 applicants for Tampa-St. Petersburg, Fla., had presented only about half of their case before Examiner Basil P. Cooper in regular hearing room 1703 Temporary T Bldg. Yet today (Monday), Examiner Fanney N. Litvin begins her Fort Wayne, Ind., Ch. 33 proceeding in that room. Examiner Cooper and Tampa-St. Petersburg move to new hearing room 1416 New Post Office Bldg.

Similarly, Wichita's Ch. 3 hearing which began last Monday before Examiner Hugh B. Hutchison in hearing room C of the Interstate Commerce Commission (used by FCC before), today must move to regular hearing room 2232 New Post Office Bldg., just vacated by the Denver competition.

Room C in ICC today will be filled with Duluth, Minn.-Superior, Wis., applicants for Chs. 3 and 6 and Examiner Herbert Scharfman.

Denver's Ch. 7 case is over, but the Ch. 4 proceeding recessed until Dec. 16 because of the illness of a principal witness [B•T, Nov. 10], will be resumed, Examiner James D. Cunningham knows not where.

Portland, Ore.'s multiple hearings before Examiner Elizabeth C. Smith, underway since Oct. 1, continues in room 2230 New Post Office Bldg. with the Ch. 12 proceeding. This case was expected to have been ended last week but runs over into this week. The Ch. 6 case is to begin Wednesday, the Ch. 8 proceeding Jan. 6 and further hearing in the Ch. 21 hearing in early February.

Flint Hearing Today

The Flint, Mich., hearing for Ch. 12 begins today before Examiner Benito Gaguine in new hearing room 20704 Temporary T Bldg., while Examiner Thomas H. Donohue commences the Sacramento, Calif., hearings for Chs. 3, 10, 40 and 46 in new hearing room 2107 New Post Office Bldg.

Another hearing starting today is the Beaumont-Port Arthur, Tex., competition for Ch. 6, to be heard by Examiner Annie N. Hunnting at the Commission's regular meeting room, 6121 New Post Office Bldg. This pushes the Commission itself into the office of Chairman Paul A. Walker for its regular Wednesday and other executive sessions.

Helping to keep FCC from bulging out onto Pennsylvania Ave. itself, one hearing slated to commence today, Ch. 27 for Harrisburg, Pa., was postponed until Nov. 28. Examiner is William G. Butts.

Canton, Ohio, Ch. 29 hearing presently is slated to commence Dec. 9 before Examiner Litvin.

No date has been set for the Tampa-St. Petersburg Ch. 13 competition before Examiner Cooper.

Meanwhile, first storm in the Ch. 3 hearing for Wichita, which opened last Monday, involved disposition of a petition for a subpoena on Marcellus N. Murdock, executive vice president of the *Wichita Eagle* and KFH. Asked by KANS, the petition requested that Examiner Hugh B. Hutchison subpoena Mr. Murdock to present all papers, records, contracts, memoranda, etc., concerning the newspaper, going back to 1930.

The request contained an affidavit by O. L. Taylor, principal owner of KANS, alleging violations of anti-trust laws.

Mr. Hutchison took the request under advisement after the pros and cons were argued before him Nov. 10.

There are three applicants for Wichita's Ch. 3. They are KFH, KANS and Wichita Television Corp., comprising the George M. Brown and David M. Moyer families. Mr. Brown is president and general manager of the Wichita Ice and Cold Store Co. Mr. Moyer is an attorney.

Application calls for 100 kw on a 676 - ft. - above - average - terrain antenna, with $460,626 for construction and $371,890 for first year's operating expenses.

KFH Application

KFH-*Wichita Eagle* application calls for 100 kw on a 939 ft. antenna, with $661,049 estimated for construction and $556,920 for first year operating expenses. It was the first applicant on the stand.

KANS application looks for a 57.44 kw operation with a 500 ft. antenna. Construction is estimated at $576,452 and first year's expenses at $624,000. KANS is owned by O. L. Taylor, president of radio-TV station representative firm bearing his name. Mr. Taylor also owns KRGV Weslaco, Tex.

At a pre-hearing conference Nov. 12, tentative date of Dec. 10 was set for Wichita Ch. 10 competitors. They are KAKE, Sunflower Television Co., comprised of E. V. Yingling, Chevrolet distributor; Willis Hartman, oil; Virgil Brown Jr., Coca-Cola franchiser; George Hollingbery, radio-TV station representative, and Mid Continent Television Inc., comprising Theodore and Ralph Gore, oil men.

Poynter on Stand

Meanwhile, Tampa-St. Petersburg hearing for Ch. 8 resumed Nov. 12 with Nelson Poynter, owner of WTSP-*St. Petersburg Times* on the witness stand. Mr. Poynter is also publisher of the *Congressional Quarterly*, Washington.

In the course of Mr. Poynter's testimony, he submitted standards for ownership of a newspaper and radio enterprise, drawn up as a guide for his heirs. Some of the high points of Mr. Poynter's code follow:

- **Ownership or participation in ownership of a publication or broadcasting property is a sacred trust, and a great privilege.**
- **Any publication or broadcasting property has unusual obligations to the community in which it operates, and any new owner must be sensitive to this.**
- **The owners of a publication or broadcasting station can not compromise with the integrity of the news and information that is sold or given to the public.**
- **A publication or broadcasting station must be aggressive in its service to the community and not wait to be prodded into rendering that service. A publisher or broadcaster must share the zeal and enthusiasm for what is new each day. He does not belong as an owner unless he has such enthusiasm.**
- **A "chain" owner cannot do justice to local publications or radio stations. His devotion and loyalty to any one area is bound to be diluted or divided if he has other ownerships and interests.**
- **I expect every member of any staff to be above average in his respective job. I expect my successor to demand standards of his staff as high or higher than mine. A concern that expects its staff to be above average must be willing to pay staffers above average.**
- **Any modern capitalistic institution must expect to provide pensions that promise honest and dignified retirement to members of the staff who have devoted their lives to the institution.**
- **A publication or broadcasting station cannot best serve its community if it is encumbered with outside interests. Its editorial policy should not be tinctured with ownership in enterprises not related to newspapering or broadcasting.**

NELSON POYNTER, owner of WTSP and St. Petersburg *(Fla.)* Times, *as he appeared on witness stand during Tampa-St. Petersburg TV hearings in Washington last week.*

* * *

KOIN ANSWERS

On Ch. 6 Bid

KOIN Portland, Ore., TV Ch. 6 applicant, filed a detailed answer with FCC last week in response to the protest of Pioneer Broadcasters Inc., one of two Ch. 6 competitors, directed at KOIN's request to amend its bid so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owner of KOIN [B•T, Nov. 10].

"An examination of the opposition filed by Pioneer discloses that Pioneer has attempted to becloud the issues by advancing arguments which have no conceivable bearing upon the question of whether or not the public interest would be served by the grant of the [KOIN] amendment," the KOIN reply contended.

Pioneer had charged KOIN's bid to amend was too late and in effect constituted unfair strengthening of its competitive position following unfavorable "publicity" on the Stolkin group and its withdrawal from RKO Pictures Corp. [B•T, Oct. 27]. KOIN held the RKO matter was "completely irrelevant" to the Ch. 6 case and asked FCC to dismiss an exhibit of newspaper clippings submitted by Pioneer.

"Pioneer has failed to come forth with one shred of evidence that would justify its unwarranted assumption that the presence of Messrs. Stolkin, Corwin and Burke was detrimental in any manner, shape or form," KOIN argued, pointing out that FCC had details of Mr. Stolkin's business background in hand when it approved the recent sale of KOIN (and KJR Seattle) to the present licensee in August.

KOIN also noted Ch. 6 competitor KXL Portland did not consider the KOIN amendment detrimental to its competitive position in the TV hearing.

Corporation Profits

PROFITS after taxes of U. S. manufacturing corporations (a number of them radio-TV advertisers) during the second quarter of 1952 paralleled those for the first quarter, although profits before income and excess profits taxes were approximately 5% lower. These facts were given last week by the Federal Trade Commission and Securities & Exchange Commission in a joint report. Of 23 different industries classified in report, 14 showed increases and nine decreases in profits after taxes from the first to the second quarter. Greatest increase was shown by apparel and textiles (89%) and decrease by iron and steel (—43%).

KTSM-TV Buys

KTSM-TV El Paso has bought NBC-TV's *Daily News Service* for 26 weeks for use when the station begins broadcasting, according to John B. Cron, national manager of Syndicated Film Sales. Mr. Cron also said that KPHO-TV Phoenix will carry *Dangerous Assignment*, starring Brian Donlevy, for another 13 weeks on behalf of Clark Smith Auto Dealers.

SAG STRIKE VOTED

In Film Commercial Issue

STRIKE vote was to have been taken yesterday (Sunday) by New York members of Screen Actors Guild against the Film Producers Assn. of New York and the American Assn. of Advertising Agencies in a dispute over a contract covering actors in TV film commercials.

Hollywood members of the guild last week voted unanimously to strike. An SAG spokesman told BROADCASTING • TELECASTING Thursday that if New York members decided to strike, the dispute was likely to spread to other cities since New York negotiations were designed to evolve an industry-wide pattern of wages and working conditions.

Negotiations were broken off on Oct. 22 principally over failure to reach agreement on a formula for payment on issue of films [B•T, Oct. 27].

John Dales Jr., SAG's national executive secretary, declared the New York agencies and producers "forced a breaking off of negotiations" and that a strike appears inevitable "unless they changed their attitude." SAG has a $634,316 "strike war chest" for use in the walkout if necessary.

Besides Screen Extras Guild and American Federation of Television and Radio Artists, other members of the Associated Actors and Artists of America pledging support to SAG in its strike action are American Guild of Variety Artists, Actors Equity, Chorus Equity, and American Guild of Musical Artists.

TVWA NOMINATES

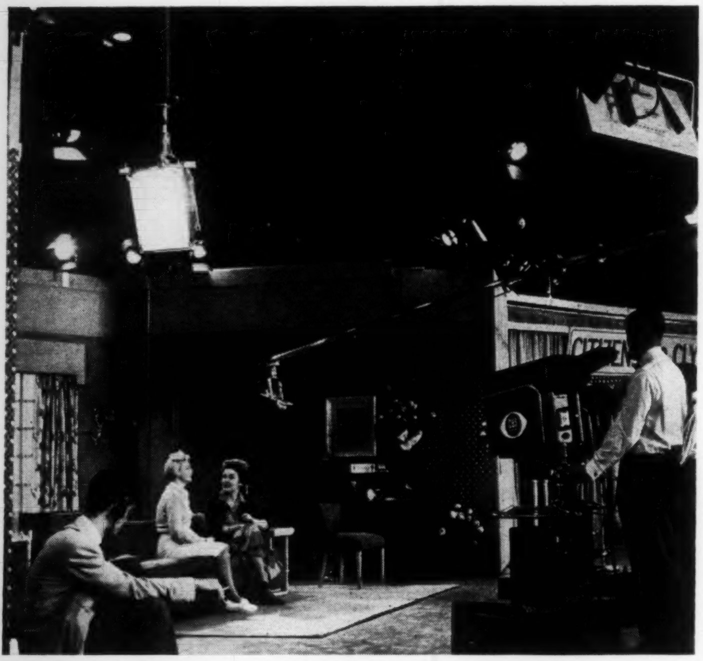
Powell and Freedman

RICHARD POWELL and Ben Freedman have been nominated for presidency of the newly-formed Television Writers of America, which is seeking to become bargaining agent for writers of Hollywood orginating live and filmed TV shows.

Other nominees to be voted on Dec. 16 along with any who may be named within the next few days by the general membership are John Murry, Ben Brady, vice president; Robert White and Bernie Ederer, secretary-treasurer. An executive board of 12 will also be elected.

NLRB hearing on TVWA's petition to be made bargaining agent for writers with live and film television network shows has now been tentatively set for Nov. 25 before Los Angeles Field Examiner Norman Greer. Opposing TVWA are Screen Writers Guild and Authors League of America, which some weeks ago negotiated similar agreements with the networks in New York. [B•T, Nov. 10].

DuMONT Television Network's *Quick on the Draw* program (Tues., 9:30-10 p.m. EST) has been cited by the Assn. for the Help of Retarded Children.



TYPIFYING the elaborate facilities of CBS Television City is this one corner of the huge Studio 31 where a scene from My Friend Irma *is in rehearsal. Studio 31 is one of the four giant studios in the video plant.*

* * *

CBS TV CITY

Three-Day Dedication Climaxed Today

TODAY (Monday) marks the climax of a three-day dedication of CBS Television City in Hollywood, which began Saturday morning with a two-hour parade concluding with the raising of the American Flag over the building. An hour-long coast-to-coast telecast (9-10 p.m. EST Saturday) presented most of the network's top stars, along with civic officials. Sunday was open house day for representatives of industry, government and the entertainment world. Celebration concludes this evening with a banquet honoring CBS, given by the West Hollywood Chamber of Commerce in cooperation with leading civic and business organizations of Los Angeles.

The 15-acre Television City, said to be the largest as well as the newest plant designed especially for TV, contains 374,620 square feet of floor space. A core of four gigantic studios, each measuring 12,100 square feet of floor space, plus its own make-up and costume rooms, is served by set design facilities, carpenter and paint shops, set storage space and property rooms, organized on an assembly line production basis. Nearby are three rehearsal halls of 2,550 square feet size apiece, plus dressing rooms for 208 performers. The Administration Building, a 35,000 square-foot office area, includes conference rooms and other facilities for writers, directors and producers.

Designed by William L. Pereira and Charles Luckman, who drafted and discarded some 50 sets of plans in the 18-month process, the CBS Television City with its four huge studios has a capacity of originating 28 hours of live TV shows a week, about half as much as the combined output of all 18 CBS-TV studios in New York. Moveable walls permit easy changes in size and shape of studio stages, with audience space, currently accommodating 350 people, readily altered or eliminated altogether if need be. Even the building walls can be moved as much as 300 feet.

More than 3,386,000 pounds of structural steel and 190 miles of heavy steel reinforcing enough concrete for an 8½-mile highway, four oversize freight elevators of 7,500-pound capacity each, 12,000 square feet of exterior glass walls, 10,000 yards of translucent rayon draperies, 155,800 square feet of acoustical material, two million watts of electrical lighting (enough for 275 night baseball games), an outside storage yard covering 11,000 square feet, about three acres of lawn, parking facilities for 710 cars, 1,200 lineal feet of outside fencing—those are a few of the components that go to make up CBS Television City.

WJZ-TV Plans Telethon

WJZ-TV New York will present a 16-hour telethon titled *Celebrity Parade for Cerebral Palsy* beginning Dec. 6 at 10 p.m. EST and continuing until 2 p.m. Dec. 7. More than 100 entertainers are expected to appear in the performance, designed to aid over 50,000 cerebral-palsied children and adults in New York area.

KDUB-TV'S START

Switch Thrown Thursday

KDUB-TV Lubbock went on the air last Thursday after upwards of 3,000 persons helped to throw the switch.

Texas' newest TV station, on Ch. 13, went on the air at 8 p.m. only 36 days after receiving its construction permit.

During a gala street party, with three bands, massed spotlights and varied entertainment, a giant rope was unrolled on Texas Ave. in downtown Lubbock. A huge switch on a reception platform was hooked to the rope and wired to the station's 5 kw DuMont transmitter.

Lubbock citizens lined both sides of the rope, and held it tug-of-war style. At a given signal, they began pulling. W. D. (Dub) Rogers, president-general manager, notes that now some 3,000 persons can say, "I put west Texas' first TV station on the air."

TV executives attending the formal opening included Herbert E. Taylor Jr., manager, and James B. Tharpe, national sales manager, TV Transmitter Div., DuMont; Edward Scoville, station relations, CBS, and Tom Flynn, David O. Alber Assoc.

Meanwhile, KDUB-TV reported last week that the rapidly increasing number of TV sets in its coverage area had reached the 7,000-mark.

IATSE-IBEW TRUCE

Reach Amity Over KTLA (TV)

TRUCE was called last Monday in the jurisdictional battle between AFL's IATSE and IBEW over representation of 28 KTLA (TV) Hollywood employes when IBEW Local 45 withdrew its petition to the National Labor Relations Board for certification as collective bargaining agent for all station craft workers. IATSE now will move to negotiate a new contract, replacing the one that expired Oct. 1.

IBEW's retreat followed a threat by Roy M. Brewer, IATSE international representative, to fight the rival union in both TV and movie studio jurisdictions [B•T, Nov. 10]. With war clouds dispersed, IATSE now will respect IBEW jurisdictions, Mr. Brewer said, but will intensify its campaign to organize craft workers at all TV stations in the local area where bargaining contracts are not in force.

Cotton Speaks

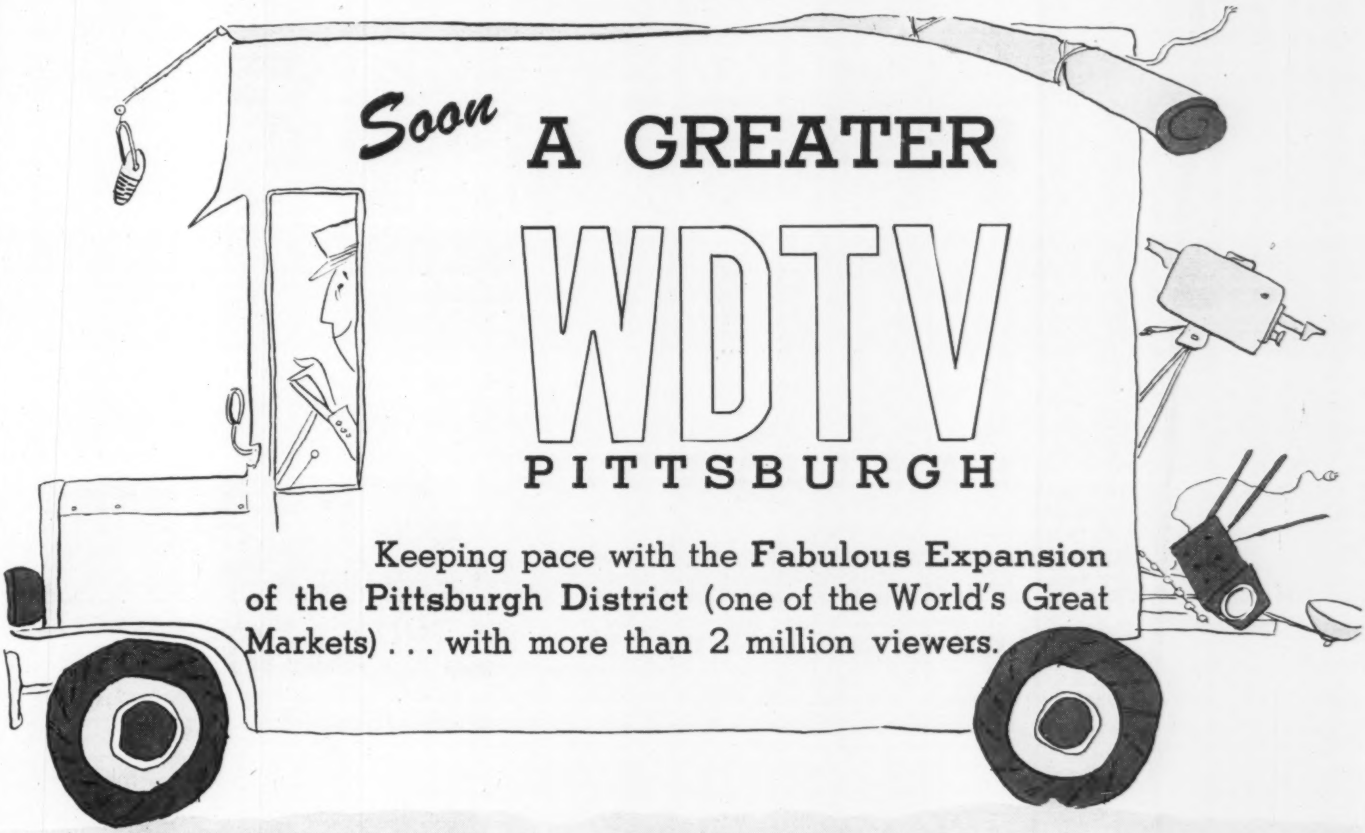
RICHARDS COTTON, chairman of the Electronics Production Board and director of the Electronics Div. of the National Production Authority, addressed the Armed Forces Communications Assn. at a dinner in Boston last Thursday. Mr. Cotton spoke on "Trends in the Electronics Industry From a Government Viewpoint."

We're Moving ....

TO A NEW CHANNEL (2)

WITH

SIX TIMES MORE POWER (100 KW) *



Soon A GREATER

WDTV

PITTSBURGH

Keeping pace with the **Fabulous Expansion** of the **Pittsburgh District** (one of the World's Great Markets) . . . with more than 2 million viewers.

WDTV will continue to present the Finest Entertainment from all four Television Networks
Plus "SWING SHIFT THEATRE" the Midnight-to-Dawn Show especially for the 200,000-odd Defense Workers and others who finish work around 12 each night.

FOR THE BEST SHOWS . . . AND BEST RESULTS IT'S . . . . . .

Pittsburgh's *First* Television Station

DU MONT
WDTV
PITTSBURGH

Soon On CHANNEL 2 AND SIX TIMES MORE POWERFUL

*Soon as transmitter alterations are completed.

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	....	....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	....	....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	....	....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	....	....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20	....	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	....	....
KTBC-TV	Austin, Tex.	7	July 11	Dec. 1	CBS	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	....	....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Late 1952	CBS	Adam Young
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	Unknown	....	....
Associated Broadcasters Inc.,	Bethlehem, Pa.	51	Oct. 30	Unknown	....	....
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	....	....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	....	....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	....	....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	....	....
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Dec. 17	....	....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair-TV Inc.
Mountain States TV Co.,	Denver	20	Sept. 18	Unknown	....	....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	Unknown	....	....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	....	....
Elmira Television,	Elmira, N. Y.	24	Nov. 6	March 8	....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943	....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 1	CBS	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	....	....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	....	....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	....	....
KFSA-TV	Fort Smith, Ark.	5	Nov. 13	June 1	....	....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	....	....
KMJ-TV	Fresno, Calif	24	Sept. 18	Unknown	....	Raymer
Jacob A. Newborn Jr.,	Gadsden, Ala.	21	Nov. 6	April	....	....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	....	Weed
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	....	Bolling
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1	ABC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Unknown	....	....
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	....	....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont	Katz
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	....	....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	....	....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	March	....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	....	....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	....	....
WMAC (TV)	Massilon, Ohio	23	Sept. 4	April 1	....	....
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 25	....	Forjoe
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1	....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 1	....	....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	....	Bolling
WKST-TV	New Castle, Pa.	45	Sept. 4	February	....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	....	....
Southland Television Inc.,	Pensacola, Fla.	15	Nov. 13	June	....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	....	Headley-Reed
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Unknown	....	....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	....	....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	....	....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Dec. 7	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	Dec. 15	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 1	NBC	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	....	....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	Unknown	....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	....	Inter-American
Santa Barbara Bcstg. & Telecasting Corp.,	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	....	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	....	....
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	....	....
WSBT-TV	South Bend, Ind.	34	Aug. 28	Late 1952	....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	January	NBC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	....	....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	....	Hollingbery
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Unknown	....	Raymer
Central Texas Television Co.,	Waco, Tex.	34	Nov. 13	Unknown	....	....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	....	....
WATR-TV	Waterbury, Conn.	55	Oct. 30	Unknown	....	....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	April	....	....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	....	....
WNOW-TV	York, Pa.	49	July 11	Early 1953	DuMont	....
WSBA-TV	York, Pa.	43	July 11	Dec. 1	ABC	Radio Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	....	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	....	....

* Educational permittees.

RTMA BOARD

To Study School TV

PROPOSED program of educational TV development under sponsorship of the radio-television industry will be considered by the Radio-Television Mfrs. Assn. board of directors at a meeting to be held Nov. 21 in New York. A special educational TV committee headed by Benjamin Abrams, Emerson Radio & Phonograph Co., will review the problem at a Nov. 20 session.

A. D. Plamondon Jr., Indiana Steel Products Co., will preside at the board meeting as RTMA president and board chairman.

A series of RTMA quarterly group meetings will be held Nov. 19-21 at the Palmer House, Chicago, and Roosevelt and Waldorf-Astoria, New York. The Set Div. Executive Committee, of which John W. Craig, Crosley Div., is chairman, will review a proposal to establish an experimental clinic for service technicians at a New York City trade school. It will also take up other plans to keep consumers informed on servicing needs of TV sets.

The Parts Div. Executive Commitee and Tube Div. will review efforts of RTMA to obtain a reversal of OPS reimposition of price controls on all radio-TV components.

Drafting of a public relations program for the radio-television industry will get under way at a meeting of the new Public Relations & Advertising Committee, headed by John F. Gilligan, Philco Corp.

RTMA last week expanded its Receiver Section and changed the name to General Electronics & Receiver Section with L. M. Clement, Crosley Div., as chairman of the executive committee.

Cow Catcher

A COW and milk story from Whitby, Ont., is supplied by farmer Russell Fleming. He claims a boost in milk production of some 15 gallons daily from his 30 cows ever since he installed a large screen TV set in the barn! Mr. Fleming put the set there for his own viewing pleasure when milking in the evenings. But the cows got the viewing bug, too, particularly for Arthur Godfrey and Eddie Cantor. The comics, he says, "seem to do the cows most good."

SWG-ATFP UNITY

Compromise Seen This Week

SCREEN Writers Guild's 14-week strike against Alliance of Television Film Producers is expected to be settled this week on an amicable compromise basis.

Under an agreement blocked out and yet to be signed, (1) exclusive TV rights only are to be bargained for by video producers and these on a seven-year option leasing basis, with (2) all other rights remaining property of the author.

On the controversial payment for re-runs issue, SWG's original royalty plus minimum demands have been compromised by a plan under which writers will receive continuous payment for each rerun of the TV film, rather than a gross percentage against the negative which SWG previously had demanded.

Both groups are in "broad agreement" on all other points in the proposed collective bargaining contract, it was said. SWG claims 400 TV writers in its membership.

NASH Automobile Dealers of New York and New Jersey have signed to share in sponsorship of WPIX (TV) New York's 93-event winter sports schedule from Madison Square Garden. Agency is Geyer Adv., N. Y.

WTVJ OPENS

New Studio Building

SEVENTY-EIGHT agency representatives and 17 network executives were guests of WTVJ (TV) Miami during opening ceremonies of the station's new studio building Nov. 7-9.

Col. Mitchell Wolfson and Sidney Meyer, co-owners of WTVJ, were hosts to the group which converged on Miami from New York, Chicago, Memphis, Durham, Detroit, Atlanta and New Orleans.

At a banquet, Sylvia Kessler, chief, Office of Opinions & Review, FCC, congratulated the WTVJ owners.

"WTVJ has the most functional plant that I have ever visited," said Miss Kessler. "I expect that many, many new television station operators will want to visit WTVJ before they finalize plans for their own stations."

WTVJ was host Nov. 10 to 2,200 local sponsors, their wives, civic and business leaders. The station mailed 2,000 copies of a 12-page brochure on the new building's facilities and equipment for the benefit of those unable to visit the plant.

XUM

Who's who IN AMERICAN BUSINESS?

NETWORK

NATIONAL

- • FORD •
- • AMAZO • UNITE
- • MILES • BORAX • ALCO
- • CARTER • SINGER • KAISER • LU
- • COLGATE • CHASE & SANBORN • SCHL
- • DUNHILL • LEEMING • SIMMONS • KELLOGG
- • LONGINE • SERUTAN • CAVALIER • EMBASSY • SYLVA
- • BORDEN'S • DEL MONTE • SWANSDOWN • PILLSBURY • PAL
- • CARNATION • OLDSMOBILE • BEST FOODS • DR. PEPPER • C & H SUG
- • LUCKY STRIKE • CHESTERFIELD • WESTINGHOUSE • LARUS & BROS. • GENERA
- • BRISTOL MYERS • DIAMOND MATCH • OWENS-CORNING • GENERAL MILLS • CAMPB
- • LYNDEN CHICKEN • U. S. ENVELOPE • PHILLIP MORRIS • AMERICAN CHICLE • SCHICK • SWA
- • LINCOLN MERCURY • LANGENDORF BREAD • GENERAL ELECTRIC • PROCTOR & GAMBLE • CH
- • STOKLEY-VAN CAMP • BANK OF AMERICA • HELENA RUBENSTEIN • HILLS BROS. COFFEE • WES
- • AMERICAN HOME PRODUCTS • WINE CORPORATION OF AMERICA • RIVIERA PACKING • SYLVA
- • TUTTLE'S COTTAGE CHEESE • KILPATRICK'S BREAD • BELFAST • AUTO-LITE • BLATZ • PALL MALL •
- • BEÑGAY • QUAKER OATS • CITY OF PARIS • GALLO WINES • CUDAHY • SHASTA WATER • MO
- • TONI • DODGE • RYBUTOL • STAR OLIVE OIL • HASTINGS • YELLOW CAB • LUDEN'S
- • GENERAL CIGAR • WATER BAKER • LUCKY LAGER • NABISCO • JERGENS •
- • RAINIER • STOPETTE • P. LORRILARD • SPRECKELS-RUSSELL • EMB
- • M & M CANDIES • WESTON'S BISCUITS • AMIDENT • DE
- • TRANSOCEAN AIR LINES • JONNY MOP • C
- • PACIFIC TELEPHONE & TELEGRAPH •
- • UNITED AIR LINES • SCHLITZ
- • CARDINET CANDY •
- • GREEN GIA

REGIONAL

LOCAL

YOU'LL SEE AND HEAR THEIR MESSAGES ON

KPIX

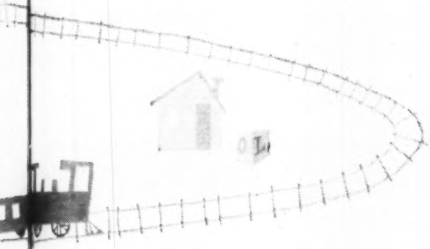
TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks . . . Represented nationally by the Katz Agency

CBS TELEVISION

A
B
C
B. Greenwald R.

Children's H



Hour?

Times change, Mr. Longfellow. Specifically, the early evening TV time that children used to call their own.

Along came WCBS-TV's "Early Show" at 6:15, *and a revolution in more than a million New York homes.* Its top feature films drew mothers from the kitchen, fathers straightway from work. It changed dinner hours . . . moved TV sets into dining rooms.

While competitive shows were still attracting chiefly children, "The Early Show" came up with a 73% adult audience!

And this audience not only grew older. *It grew far bigger.* "The Early Show" increased its share-of-audience from 23% to 56%—more than the other six New York stations combined.

Today "The Early Show" is New York's highest-rated daily local program . . . of all types. One out of three TV families watches it at least once a week!

"The Early Show" is *everyone's* hour...and yours in particular. With it, you can tell your story *and sell your product* to a huge audience. At low cost! For more details, just ask your CBS Television Spot Sales representative or . . .

WCBS-TV

Channel 2 · CBS Owned

Represented by CBS Television Spot Sales

Sources on request.

XUM

WALKER SPEECH
Urges Educator Action

EDUCATORS should "be prepared to demonstrate to the Commission that it would be in the public interest to continue the reservation in their community" beyond next June 2, FCC Chairman Paul A. Walker asserted last week.

At the same time he suggested as a goal "the establishment of statewide networks in every one of our 48 states," and urged educators lacking sufficient reservations to "move promptly to make an engineering survey and arrange additional channels."

Chairman Walker spoke last Thursday at the 66th annual meeting of the Assn. of Land-Grant Colleges & Universities at the Statler Hotel in Washington, D. C. His subject was "Educational Television."

The association announced during the three-day conference that it has asked the Commission to extend the deadline on reservation of educational TV channels beyond June 2, 1953. Such an extension, it was explained, will give institutions and agencies a full "opportunity to take advantage of the Commission's statemanlike action in reserving the channels originally."

While he did not comment directly on the association's petition in his prepared talk, Chairman Walker noted that Commission rules provide that "any channel assignment whether an educational reservation or not, may be modified if it appears in the public interest to do so."

Continue Reservation

The FCC Chairman said he is "sure that educators who have not actually filed an application by June 2 of next year will be prepared to demonstrate to the Commission that it would be in the public interest to continue the reservation in their community—should that reservation be sought and challenged by commercial interests."

It was perhaps the first time that the FCC Chairman asserted publicly that the Commission possibly might entertain thoughts of extending the deadline on educational non-commercial reservations.

He said educators "should look ahead and lend support to the creation of regional educational networks and eventually a national network. Such a network, which might ultimately have 300 or more member stations, could exchange or relay programs by coaxial cable, microwave relay, direct pickup, motion picture films and kinescope recordings."

Notice that the association has asked FCC to extend the deadline was announced by James H. Denison of Michigan State College, delegate to the Joint Committee on Educational Television from the land-grant organization. JCET was a prime mover in the educational TV fight.

SURVEYING site of WAVE-TV Louisville's planned new tower and transmitter near New Albany, Ind., are George W. Norton Jr. (l), WAVE Inc. president, and Brig. Gen. Richard Howzie, assistant commandant at Fort Knox, Ky. Antenna will be 1,600 ft. above sea level. WAVE-TV plans to switch from Ch. 5 to 100 kw ERP on Ch. 3 about Feb. 1, increasing coverage by 50% or to total of 507,000 homes.

Milton S. Eisenhower, president of Penn State and brother of the President-elect Dwight D., was succeeded as association president by Arthur A. Hauck, president of the U. of Maine. Dr. Eisenhower remains the chairman of the association's executive committee.

Organization also approved a proposed national project in agricultural communications, to be administered jointly by a board comprising representatives of the National Assn. of Radio Farm Directors and American Agricultural Editors' Assn. and land-grant institution administrators. Project is intended to encourage and improve use of communications media and methods of extending land-grant services to the public.

ROBERT REUSCHLE
To WHUM-TV From M-E Adv.

RESIGNATION of Robert Reuschle as associated media director and manager of the timebuying department of McCann-Erickson, New York, to become national sales manager of WHUM-TV Reading, Pa. [CLOSED CIRCUIT, Nov. 10], was announced last week.

WHUM-TV, uhf station now under construction, is slated to go on the air in mid-December. For several months, Mr. Reuschle will make his headquarters at the New York office of H-R Representatives, which will handle the station in the national spot field.

Westinghouse Renews

WESTINGHOUSE Electric Corp. has renewed *Studio One* for 1953 on CBS-TV (Mon., 10-11 p.m. EST), using 37 stations live and 16 stations by TV recording. The program has had one of the longest television runs, starting on Nov. 7, 1948, and has been sponsored by Westinghouse since May 11, 1949. McCann-Erickson, New York, is agency.

THEATRE TV
Hearings Again Postponed; Now Set for Jan. 26

RESUMPTION of theatre-TV hearings, scheduled for Jan. 12, has been postponed to Jan. 26, the FCC announced last week. Difficulty of witnesses in securing accommodations in Washington during the inaugural period (Jan. 20) was given as the reason for the postponement.

At the same time, the FCC ordered that all appearances for the January sessions be filed by Dec. 1, and that an original and 14 copies of a list of witnesses, including a summary of their testimony and specifications of their proposals, if any, be filed with the FCC by Dec. 22. Commission order emphasized that a summary of proposals, not a mere outline, was required. The Commission's order also requested that 18 copies of all exhibits be filed with the FCC by Dec. 22.

In a supplemental notice, FCC listed the frequencies requested by theatre TV proponents. These were the same as those proposed during the engineering and accounting testimony last month [B•T, Nov. 3, Oct. 27]:

5925-6875 mc or above 10,000 mc or on a share basis as an industrial radio service in the 6575-6875 mc band, including 100 mc below 6575 mc.

The postponement came after a Nov. 12 conference between FCC staff officials and attorneys for the motion picture interests.

During the week-long engineering hearings last month, the FCC was asked for 360 mc for exclusive theatre TV channels, permitting a service comprising two 30 mc channels. Six such services were requested for competitive purposes. Estimates of construction costs for a nine-city New York to Washington system was given as $60 million.

Representing the motion picture industry is the Motion Picture Assn. of America, for producers, and the National Exhibitors Theatre TV Committee, for exhibitors.

Doubts Expressed

Meanwhile, preparatory to the national convention of the Allied States Assn. of Motion Picture Exhibitors in Chicago's Hotel Morrison Nov. 17-19, Abram F. Myers, chairman of the board and general counsel, expressed doubts about the success of the request for theatre TV allocations. He said:

> **We have carefully observed the hearings before the FCC on the engineering and accounting phases of the applications for theatre television. The talent employed by the National Exhibitors Theatre Television Committee appeared to be doing an excellent job.**
>
> **We hoped that the Commission would give some sign of encouragement—would in some manner indicate a favorable attitude toward the theatres' application for channels.**
>
> **Regretfully we must report that in our judgment nothing occurred to indicate that the Commissioners are inclined to allocate channels for theatre television.**
>
> **On the contrary most of the questions propounded and observations made seemed to be quite discouraging. . . . the fight is not lost by any means, and facts calculated to overcome these objections will be presented to the Commission in January.**

Among the sessions scheduled for the Allied convention is a theatre TV clinic Nov. 18 which will feature a panel to be led by Nathan L. Halpern, president of Theatre Network Television. Among members of the panel will be Trueman T. Rembusch, chairman; Jack Kirsch, Leon R. Back, Wilbur Snaper, John Wolfberg and Nathan Yamins of the Allied TV committee.

RULE-MAKING
Proposed by FCC on Towers

NEW standards for the painting and lighting of antenna structures more than 500 feet in height have been proposed by FCC to help safeguard air navigation. Details were made public last week by FCC in a notice of proposed rule-making.

Industry and government groups are cooperating in the standards, developed under guidance of FCC Comr. Edward M. Webster and Deputy Adm. F. B. Lee of the Civil Aeronautics Administration. NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers, military and civil agencies of the government, and aeronautic associations are participating in the project.

Under Part 17 of the FCC's present rules, the painting and lighting of antennas up to 500 feet in height are specified. With television bringing many high towers, the FCC proposes to specify painting and lighting for structures up to 1,500 feet high.

Comments on the detailed rules will be received up to Dec. 15, with 15 days for replies. Oral argument will be held if comments warrant such procedure, it was stated.

DuMONT AFFILIATES
Two Added to Total 68

ADDITION of four new television affiliates to DuMont Television Network, bringing the total to 68, was announced last week by Elmore B. Lyford, DuMont's director of station relations.

New affiliates are: XELD-TV Matamoros, Mex., on the air since September 1951, owned and operated by Television de Matamoros, S. A.; KDUB-TV Lubbock, Tex., which began operations last Thursday, owned by Texas Telecasting Inc.; KTBC-TV Austin, Tex., to begin Dec. 1, owned by Texas Broadcasting Co., and WKBN-TV Youngstown, Ohio, to go on the air Jan. 1, 1953, owned by WKBN Broadcasting Corp.

Father RALPH J. DIEFENBACH, pastor, St. Theresa's Catholic Church. "Strength of Our Nation" KPRC-TV, 9:30 a.m. daily.

"Behold, How Good . . ."*

**Psalm 133:1, Behold, how good and how pleasant it is for brethren to dwell together in unity.*

KPRC-TV is proud of its daily religious program, "Strength of Our Nation" seen at 9:30 a.m. On "Strength of Our Nation," the churches of Houston, with representatives of all denominations, combine forces to bring *Faith* closer to the lives of all people.

"Strength of Our Nation" celebrated its first solid year of telecasting on KPRC-TV on October 1, 1952. Approximately 300 telecasts had been given within that year, including several remote telecasts of Sunday services held within the churches, plus occasional Sunday devotional services telecast direct from the studios of KPRC-TV.

The religious programs on KPRC-TV are planned by a central committee of members representing the Baptist, Methodist, Jewish, Catholic, Presbyterian, Lutheran, Episcopalian, and Disciples of Christ denominations. The general chairman of this committee is the Reverend Robert Copeland, pastor of Garden Villas Community Church and treasurer of the Ministerial Alliance.

Reverend Copeland and members of the committee plan their programs in 13 week segments, meeting for that purpose with KPRC-TV Vice President and General Manager, Jack Harris, and Program Director, Bert Mitchell.

Each denomination is assigned one or more weeks for which they are responsible. Technical advisory assistance is given individual groups by the staff of KPRC-TV. However, at no time is material used, edited, or controlled, except by members of the individual denomination according to their own judgment.

The "Strength of Our Nation" programs define distinctions among denominations, discuss specific subjects with panel groups, dramatize religious scenes, and give devotional services with music, prayer, scripture and short talks.

The popularity of "Strength of Our Nation" is attested to by a daily deluge of mail from the large viewing audience. More significant, these telecasts foster deeper understanding among people of all faiths; enlighten, instruct, and strengthen the spirit of *Faith* for all who view it daily on KPRC-TV.

KPRC-TV also carries additional religious programs on Sunday, including the "Jack Hamm Show" with Jack Hamm from Baylor University, and Billy Graham's popular series, "Hour of Decision."

KPRC-TV is proud to offer its full facilities for the purpose of bringing religion into the homes of its viewers with special programs and the daily devotional period.

KPRC-TV

CHANNEL 2 • HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by **EDWARD PETRY & CO.**

NCAA Grid Plan Under Fire

(Continued from page 25)

got was the two-hour rate of $3,050."

Under the NCAA 1952 program, 18% or almost $200,000 of the $1,250,000 fee for rights goes to NCAA itself with around $900,000 divided among a score of participating colleges whose games are telecast.

General Motors paid roughly $2,600,000 for the package, with the account handled by the Kudner agency in cooperation with individual agencies for GM products.

Dr. DuMont's Charge

Dr. DuMont, as head of DuMont TV network, made his charge that NCAA is operating a monopolistic boycott after contacting 10 colleges in an effort to acquire TV rights to six college games over the Nov. 15 and Nov. 22 weekends for local telecasting.

All colleges refused permission, including the Naval Academy at Annapolis, a publicly-owned institution. The academy told DuMont Network that as a member of NCAA it is precluded from accepting the proposition. The reply was typical.

Robert A. Hall, Yale sports director, and Asa S. Bushnell, director of the college TV program, responded to the individual college request by saying they were "amazed that the DuMont Network should endeavor to break down a program with which the network is thoroughly familiar." Mr. Hall is chairman of the NCAA TV committee and Mr. Bushnell is directing the 1952 football telecast program.

Replies to Hall

Dr. DuMont replied to this comment as follows:

> Members of the NCAA Television Committee who are conducting a monopolistic boycotting operation, should never be amazed or surprised when DuMont attempts to serve the public interest or oppose any plan which we believe to be contrary to the principles of the American incentive system.
>
> We did not bid on the restricted NCAA football program for 1952 because we are opposed to monopoly and because we believe the NCAA plan is illegal and against the public interest.
>
> We requested the presidents of ten institutions to permit us to broadcast their football games in the belief that there is sufficient interest among alumni and the public to justify the broadcasts. We addressed our request to the institutions themselves rather than to NCAA because we believe that under our American system they should have the right to make their own decisions. We doubt that many heads of America's educational institutions realize the extent to which their athletic departments have surrendered their rights and obligations to a collectivist type of activity which disregards public interest and subscribes to the principles of enforcement by boycott.

DuMont asked the right to telecast these games:

November 15—Princeton-Yale, over WABD (TV) New York; Columbia-Navy over WTTG (TV) Washington; North Carolina State-Pittsburgh over WDTV (TV) Pittsburgh.

November 22—Yale-Harvard, over WABD; Virginia-Washington and Lee, over WTTG; Penn State-Pittsburgh, over WDTV.

Because of public interest in the Notre Dame-Oklahoma game Nov. 8, DuMont's New York station, WABD (TV), carried the entire play-by-play telecast without charge, including the General Motors commercials.

NCAA and opponents of the college TV plan have carried on a running fight over antitrust aspects of the monopoly. The subject has received serious attention at the Dept. of Justice, which has filed antitrust action against the National Football League. The oft-postponed court hearing is scheduled to come up in January, having been deferred from Nov. 6.

Political Influences

Charges have been made that high political influences prevented the Dept. of Justice from taking action against NCAA for its TV monopoly during an election year. It's known that department attorneys have looked into the use of boycott threats as a means of enforcing the monopoly.

U. of Pennsylvania efforts to telecast football locally were met by NCAA with a flat refusal.

This was construed as one of the signs that NCAA wants to set up a vast college monopoly by which it would operate a nationwide all-sports syndicate of vast proportions.

NCAA has contended repeatedly that the Dept. of Justice is familiar with all its operations and that the department has expressed no objections. Mr. Murray and others argue that NCAA actually is afraid of a legal test and that the department hasn't approved the NCAA project.

Some persons close to the situation insist the department, handicapped by lack of funds and political crises, is concentrating on the professional football suit and figures the final decision will set the pattern for its action on college sports.

Another Washington angle centers around the license obligations of stations. Some telecasters fear FCC reprisals if they surrender a large share of their sports programming control to a college-operated syndicate.

Mr. Hall contended on the NBC *American Forum of the Air* Nov. 9 that colleges of the country are united in NCAA's restriction of football TV, charging that opposing institutions "put their own selfish interests above those of the overall community, the colleges of the country." Appearing on the program with Mr. Murray, he said the colleges want to protect football and the athletic programs that depend upon attendance.

He concluded:

"We in the NCAA believe that colleges can live as they are doing today, as long as we steer a middle course between the extremists on one side who would bar all television and the extremists on the other side who want it unlimited, without regard to the consequences to their fellow colleges."

Murray Skeptical

Mr. Murray replied that the NCAA action on TV was marked by "almost a 50% absentee vote." He questioned legality of the NCAA policy, with Mr. Hall contending NCAA's counsel had deemed it legal.

When Mr. Hall implied the public supported NCAA, Mr. Murray said, "The public doesn't realize they are being quoted as being in favor of this program. I'd like to get an outstanding expression of opinion from them regarding the whole issue and the plan."

Mr. Hall told the *Forum* audience "uncontrolled competition for the dollar—and that is literally 10 to 15 to 20 millions" could lead to commercialization and then professionalization and the incentive to buy a team.

Penn has telecast its football games since October 1940, Mr. Murray said, pioneering such telecasting, "and from that time we have felt very solidly that there has been no adverse effect." He cited educational benefits along with goodwill and better relations with alumni. He added, "We believe that universities should not expose themselves to charges of commercialization in a vain attempt to compel more people to pay their way into the stadiums. A university must be tremendously careful that it never acts in an illegal manner, and, of course, the legality of the NCAA's position has been constantly challenged.

"We feel a university has a great responsibility to the public to make it desirable, to make television desirable for the millions of viewers. They are the youth of the land, the shut-ins, the convalescing servicemen and veterans and others unable to attend an athletic event of a college, and they should have a wholesome atmosphere.

Football Worthwhile?

"The question in my mind is this: Is football a worthwhile sport if making money is the only way you can justify it? If so, I think the entire institution of intercollegiate football is open for consideration. Otherwise, what do we have? The question is whether they see it from the grandstand or from their homes. I think the athletic directors of the nation have a great opportunity to build here, rather than destroy."

Mr. Hall replied that NCAA wants to get rid of the commercialization aspects. He said every college president has been asked to submit a plan to eliminate the dollar aspect.

Mr. Murray described his plan for unlimited TV in this way, replying to a query from the *Forum* audience:

> **First, that for the 1953 season each member of the NCAA be permitted to make its own arrangements for televising its own games.**
>
> **It is further proposed that one-third of the gross television receipts of each member televising shall be put into a trust fund in charge of three trustees of outstanding stature. These trustees shall be authorized to use this fund to make payment to any members of the NCAA of a financial loss at the gate due to the live television of other colleges and universities of their football games as compared to their 1951 and 1952 attendance figures, the last years of controlled television.**
>
> **Any funds remaining in the televising trust fund shall be used for post-graduate scholarships for players who have made good scholastic records and who are in need of assistance.**

Bob Wolff, sportswriter, moderated the program.

FIRST ANNIVERSARY of KEYL (TV) San Antonio under Storer Broadcasting Co. management, on which day station had its highest one-day production in history, brings congratulations from Stanton P. Kettler (l), Storer Southern District vice president, to (l to r) Bill Kelley, national sales manager; George B. Storer Jr.; Bill Jackson, chief engineer, and Barney Higgins, local sales manager.

In Philadelphia ...people watch WPTZ more than any other TV Station!*

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales

*Not our estimate but ARB figures for the entire year of 1951 and the first six months of 1952

The Report of a Newcomer Station in an Established TV Market:

From Red to Black in 13 Months

By **WILLIAM T. LANE**

Vice President and General Manager, WLTV (TV) Atlanta

THIRD STATION in a medium-sized market, WLTV Atlanta found the going hard for its first 12 months. But careful management, hard selling and wise programming have paid dividends. Here's Vice President and General Manager William T. Lane's case history of how WLTV has broken into the black in its 13th month of operation. This memorandum should prove worthwhile reading to anybody interested in TV station problems.

WLTV (TV) Atlanta, ABC affiliate owned by Broadcasting Inc., a group of 25 Atlanta business men, has broken into the black in its 13th month of operation. It was an uphill battle which has attracted some attention in the industry.

I believe we are permanently out of the red, and that we have surmounted difficulties as numerous and severe as any third station is likely to encounter in a comparable market. We made a respectable profit in October, after all charges, including depreciation and amortization. Political billing was a negligible factor.

We'll do better in November and December.

The case history of WLTV may hold some significance for new entries into the TV field, particularly those who contemplate third stations in markets where competition is firmly entrenched.

WLTV began operations on Sept. 30, 1951, going in against two strongly-established television stations: WSB-TV (NBC), owned by Atlanta Newspapers Inc., which also owns WSB radio, *The Atlanta Journal* and *The Atlanta Constitution;* and WAGA-TV (CBS and DuMont), owned by the George Storer organization, which also operates WAGA radio. There are a total of three TV stations and 10 radio stations in greater Atlanta.

* * *

Mr. LANE

WLTV's beginning—the station went on the air nine days after the FCC approved transfer of license for Channel 8 when WSB-TV shifted to Channel 2—was one of the extraordinary episodes in television history. We found ourselves up against certain bleak realities which will, I believe, confront all third-station operations.

For example:

(1) We couldn't "back into" business, with just three or four hours daily of on-the-air operation, expanding as commercial revenue warranted expansion. We had to program immediately far above our income potential in order to vie for audience and advertiser acceptance, in competition with two stations, each of which was programming 14 hours daily.

(2) Meager network service meant that we had to buy most of our programming. Local programming is costly, whether by film or live studio productions. (WLTV currently is programming more than 85% of its 72-hour broadcast week with feature film and live programs.) If there is a formula for cheap operation of a local television station, as in local radio station operation, I wish some bright young man would discover it quickly. We find that operational costs soar in exact ratio to the amount of local programming. Not only must we buy expensive film and talent, but local programming also boosts the requirement for basic operating and production personnel.

(3) Advertisers and viewers alike display a sophisticated "so what?" attitude toward the brave new station that comes into the picture, long after the novelty appeal of television has worn off. Lacking the big prestige programs which presently are monopolized by NBC and CBS, the new station attracts no automatic billing. During its early months of operation, it can only look longingly at the vast proportion of national spot billing that goes into high-rated network adjacencies.

(4) "Dirt-cheap" rates are not the answer for the new station, trying to attract advertisers away from the prestige major network stations. Saddled with a high operating cost, the third-station operator can only lose more money, quicker, if he sells local, live commercials at a charge less than his production costs. The third station has to prove that it can "sell merchandise"—and that's the hard way to get business. It takes time, patience, ingenuity—and, above all, talented performers, producers, directors and salesmen. Talented personnel is high-priced, and a little scarce.

(5) The third station soon realizes the fallacy of the theory that there is a lot of "slop-over" business to be had, because his competitors are richly burdened with commercial business. Those rich competitors always seem to have room for more business, and the new station operator, as soon as he makes a new sale, has to start defending it against the raids of his rival stations, who always seem to have glamorous adjacencies available.

I think WLTV's experience proves that a third station *can* be successful in a secondary market, with practically no network service. But our experience likewise proves that bitter disillusionment will be the lot of those third-station operators who expect that a mere television franchise means quick and easy riches.

It seems to me that the third-station operator who requires 12 months to get into the black will be doing about par for the course. His operational losses, in addition to capital investment, are likely to be from $100,000 upward during that first painful year, depending upon how aggressively he fights for viewer-advertiser acceptance. Until there is a strong third network, giving the third station a strong skeletal structure for its program day, the third station almost inevitably will show a smaller margin of annual profit than the strong, ably-managed network station. This is because operational costs, perforce, will be distressingly high in relation to gross income.

Gross Noteworthy

It may not be noteworthy that WLTV has gotten into the earnings column after 12 months. It *is* noteworthy how much gross billing we had to do in order to show *any* earnings.

WLTV operates with a total staff of 38 full-time employes. Of these, 14 are in the technical department, which includes film handling and cameramen; 12 are in the program department, which includes art work, props and settings, as well as direction, writing and announcing; seven are in administration and general office work; five in sales.

The station has three studio camera chains and two film cameras. It averages only nine clock hours of network programs weekly. It produces 21 hours of live studio programming weekly, and most of its commercial announcements are live because most of its commercial revenue is from local advertisers. WLTV has a single rate card for national and local advertisers alike.

Here is a breakdown of October income for WLTV:

LOCAL (Announcements)	**15.10%**
(Programs)	**34.24%**
	49.34%
NATIONAL SPOT	
(Announcements)	**22.41%**
(Programs)	**11.03%**
	33.44%
NETWORK	**10.48%**
Production & Talent Charges	**6.74%**
Total	**100.00%**

Just a moderate increase in network service will greatly improve our situation. Our profit margin in October, barely more than 10% of our gross billing, could easily have been 30% if WLTV had had as much as three to four hours daily of network service.

The difference would have been not so much in increased revenue as in decreased programming expenses. With the development of a reasonably strong third network, third stations in cities of half a million in population or better, aggressively operated, can be comfortable, if not fabulous, moneymakers. And TV stations which have had only one competitor, or none at all, will develop more muscle and less fat.

HALL ELECTED

President of NEMA

L. G. HALL, president, Stackpole Carbon Co., St. Marys, Pa., was elected president of the National Electrical Manufacturers Assn. last Wednesday at the association's annual meeting in Atlantic City, N. J. Mr. Hall succeeds J. F. Lincoln, president, the Lincoln Electric Co., Cleveland.

Vice presidents elected were: Arthur A. Berard, president, Ward Leonard Electric Co., Mt. Vernon, N. Y.; J. L. Busey, vice president, General Electric Co., New York City; J. W. Corey, president, the Reliance Electric & Engineering Co., Cleveland; W. A. Elliott, president, Elliott Co., Jeanette, Pa.; Hoyt Post Steele, executive vice president, Benjamin Electric Mfg. Co., Des Plaines, Ill.

A. F. Metz, president, the Okonite Co., Passaic, N. J., was named treasurer.

Pearson on DuMont

COMMENTATOR Drew Pearson will be presented over the DuMont Television Network on Wednesday, 7:30-7:45 p.m. EST for 13 weeks, starting Dec. 24, under sponsorship of Carter Products Inc., New York. The contract was negotiated through Ted Bates & Co. Inc., New York. Carter Products also sponsors Mr. Pearson over ABC radio (Sundays, 6-6:15 p.m. EST). The company terminated the commentator's Sunday program over ABC-TV Nov. 9.

Pace Quickens on Post-Thaw Grants

(Continued from page 67)

69 there, that they are mutually exclusive and must be consolidated for hearing.

In another action by the Broadcast Bureau, WDEL-TV Wilmington, Del., was granted construction permit to change from vhf Ch. 7 to 12 as required by the Sixth Report reallocation. Effective radiated power is to be changed from 0.48 kw visual and 0.34 kw aural to 2.5 kw visual and 1.25 kw aural, pursuant to conditional order of the Commission proposing to consolidate the regular application of WDEL-TV with a similar application of associated Steinman Station WGAL-TV Lancaster, Pa., involving issues of overlap as well as competitive bid of WLAN-TV Lancaster for Ch. 8 [B•T, Sept. 22, et seq.]. FCC already has conditionally changed WGAL-TV to Ch. 8.

Concerning the new Ch. 34 grant to Central Texas Television Co., sole owner Clyde Weatherby, operator of KCLW Hamilton, Tex., reported he hoped to get the new station on the air as soon as equipment is obtained and installed.

Ch. 3 grant to KDZA Pueblo is the second grant to that city, FCC earlier granting vhf Ch. 5 to KCSJ there [B•T, Nov. 3].

Haydn Evans, manager of WBAY Green Bay, reported the new WBAY-TV hopes to commence interim operation on Ch. 2 by March 1. A temporary 300 ft. FM tower would be used. Effort is being made to get the RCA equipment installed soon because of the weather, he said. Weed & Co. will be representative.

June Target Date

Donald W. Reynolds, president of KFSA Fort Smith, said his new Ch. 22 outlet there is planning a June 1 commencement at the latest and equipment negotiations are underway. With Kenyon Brown, Mr. Reynolds also is grantee of new KRTV (TV) Little Rock, Ark., on uhf Ch. 17, expected to begin operation April 15.

Lynchburg gets its second new TV station with the grant to WLVA there for Ch. 13. FCC earlier awarded uhf Ch. 16 to WWOD that city. Philip Allen, WLVA vice president-general manager, said WLVA-TV may be on the air within 90 days. DuMont equipment is expected to be used. AT&T network line already is available, he said, but network affiliations have not been concluded. George P. Hollingbery Co. will be WLVA-TV's representative, Mr. Allen reported.

Dick Lewis, president of KTAR Phoenix and head of associated KVOA Tucson, said no target date can be set now for commencement of KVOA-TV on Ch. 4 but it is hoped this will be within a few months. RCA equipment has been ordered. Paul H. Raymer Co. will be representative.

The other Tucson grantee, KOPO-TV on Ch. 13, a Gene Autry interest, hopes for commencement within the next 60 days, according to Charles Garland, vice president of the Autry radio interests which also include KOOL Phoenix. Both RCA and DuMont equipment will be used by KOPO-TV, he said, and George P. Hollingbery Co. will be representative.

Six Months to Go

Harry Butcher, owner of KIST Santa Barbara and chairman of the board of Santa Barbara Broadcasting and Television Corp., now Ch. 3 grantee, stated it will take six months to get the TV outlet on the air since the transmitter will be located on a mountainside and a new road must be constructed to the site. RCA equipment has been ordered and delivery is expected in about 90 days. The outlet plans to affiliate with all networks, using a relay from Los Angeles, Mr. Butcher said.

T. E. Gibbens, who will be associated with Mr. Lamar in operation of the new Ch. 15 grantee at Pensacola, reported the outlet may be on the air by May or June. Adam Young Jr. Inc. will be representative.

TV'S COMPETITION

Cited by Brorby

TELEVISION, like radio 25 years ago, is a challenge to every important advertiser's budget, in the opinion of Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago. Speaking Monday on advertising generally to a veterans group, Mr. Brorby said "the swift stream of competition" in business makes change the rule, with all media affected.

Television, despite its challenging nature, can be competed with by "intelligent selling, by recognition that when we stop growing and improving, death starts to set in, for individuals, companies and even nations."

He cited several publications which have met TV's competition, saying others can do the same by improving their product. He suggested that television may prove to be a positive factor for other media, noting that radio "acted as a ferment" in the economy and became so successful that it helped increase budgets for all media.

Cost-wise, video's money is coming from old as well as new budgets, he said. And if advertisers use the medium to its fullest potential, "it could prove to be another leaven for the entire loaf."

NET profits of Sterling Drug Inc. and subsidiary companies for three month period ending Sept. 30 was $2,735,921 compared with $2,724,732 for the 1951 corresponding quarter.

WEBC FILES

For Consolidated Hearings

PETITION to consolidate hearings on two separate TV channels—both involving Duluth, Minn., and Superior, Wis.—was filed with FCC last week by WEBC Superior. Station earlier petitioned the Commission to include Sec. 307(b) issue (fair distribution of services) into the Ch. 3 hearing to which it is party [B•T, Nov. 10].

WEBC's competitor for Ch. 3 is KDAL Duluth. WEBC asks the Commission, however, to also consolidate these bids with the Ch. 6 hearing involving competitive applications of WDSM Superior and WREX Duluth, which earlier had the Sec. 307(b) issue added by the FCC [B•T, Oct. 27].

Only by consolidating all four applications can WEBC be afforded a fair hearing, the petition points out, since a prior ruling on either channel would have effect on any subsequent ruling concerning the other. WEBC asks waiver of the Commission rule calling for processing of TV bids on a channel-by-channel method.

Claims 'Unlawful' Possibilities

WEBC's petition contends that if the applications for Ch. 3 and Ch. 6 were heard separately, as now scheduled for today (Monday) before the same hearing examiner, "one of several unlawful results would occur." These are cited:

(a) If either the Ch. 3 or Ch. 6 proceeding should be decided prior to the other proceeding, the decision in the first case would affect, and even dictate, the decision in the second case. Thus, a grant to an applicant for Superior in the first case might well require a grant to the Duluth applicant in the second case, to the prejudice of the Superior applicant in the second case. Since there is no legal basis for concluding one case prior to the other and thus dictating the result in the second case, such action would unlawfully deny a full and fair hearing in the second proceeding.

(b) If the two proceedings were heard separately but the decisions in the two cases determined after comparative consideration of the records in the two cases, the applicants would be denied their rights to cross-examine competing applicants, and thereby be deprived of their rights to a full and fair hearing.

(c) If decisions were issued simultaneously in each of the two separate proceedings without reference to each other, a gross violation of Sec. 307(b) might occur. Thus, it might be decided in each proceeding that Sec. 307(b) required that Superior (or Duluth) should have the television channel concerned rather than Duluth (or Superior), with the result that Superior (or Duluth) would have two vhf television stations while the other city had none. On the other hand, if all four applications were given comparative hearing and consideration in a single proceeding; Sec. 307(b) could be applied so as to assure distribution of Chs. 3 and 6 fairly, equitably, and efficiently, in accord with the requirements of the Communications Act.

NBC-TV Sells Show

NBC-TV's film division has sold the 15-minute *Lilli Palmer Show* to Katz Drug Co., Kansas City, for showing over WDAF-TV in that city. The Bruce B. Brewer Co., Kansas City, was the agency handling the sale.

XUM

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

193,130

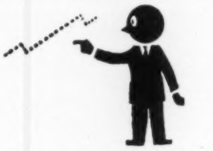
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why
KRLD-TV
is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus



Nielsen Gives TV Ratings Of World Series

(Report 242)

WEEKEND viewing of the baseball World Series was high enough to make any of the average Nielsen ratings of the top 10 TV shows, A. C. Nielsen Co. report for October indicates.

On October 4 (Saturday) the percentage of homes reached by the Yankees-Dodgers game was 52.6, the next day it was 59.4. The latter percentage is only nine below the top rating TV show *I Love Lucy* for that period.

Nielsen ratings for the two weeks in October follow, with each game of the series listed separately as to number of homes and percentage of homes reached (preceding regular ratings):

	Homes (000)	Homes %
Wed., Oct. 1	7,902	42.3
Thurs., Oct. 2	7,884	42.2
Fri., Oct. 3	8,126	43.5
Sat., Oct. 4	9,826	52.6
Sun., Oct. 5	11,098	59.4
Mon. Oct. 6	8,706	46.6
Tues., Oct. 7	9,640	51.6

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	12,324
2	Texaco Star Theatre (NBC)	9,454
3	Arthur Godfrey & Friends (Liggett & Meyers Tobacco) (CBS)	9,009
4	Colgate Comedy Hour (NBC)	8,903
5	Dragnet (NBC)	8,902
6	Buick Circus Hour (NBC)	8,856
7	You Bet Your Life (NBC)	8,586
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	8,310
9	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,000
10	Gangbusters (NBC)	7,860

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	68.4
2	Buick Circus Hour (NBC)	58.6
3	Arthur Godfrey's Scouts (CBS)	57.9
4	Texaco Star Theatre (NBC)	55.8
5	Colgate Comedy Hour (NBC)	52.5
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	52.0
7	Dragnet (NBC)	51.8
8	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	50.5
9	Gangbusters (NBC)	49.1
10	Jack Benny Show (CBS)	47.3

Copyright 1952 by A. C. Nielsen Co.

* * *

'Lucy' Breaks Record In Homes Reached

LUCILLE BALL'S *I Love Lucy*, which last April became the first regularly scheduled program to reach 10 million homes, set another record last month when it reached 12.25 million homes, and 34 million viewers. These figures are based on an American Research Bureau report for Oct. 1-7. ARB ratings for the top 10 shows follow:

	Program Network	Rating
1	I Love Lucy (CBS)	65.9
2	Talent Scouts (CBS)	60.6
3	Circus Hour (NBC)	54.6
4	Gangsbusters (NBC)	54.1
5	You Bet Your Life (NBC)	53.0
6	Godfrey & Friends (CBS)	52.5
7	Toast of the Town (CBS)	48.8
8	Jack Benny (CBS)	47.0
9	Show of Shows (NBC)	45.1
10	World Series (Oct. 5) (NBC)	40.8

	Program Network	Homes
1	I Love Lucy (CBS)	12,250,000
2	You Bet Your Life (NBC)	9,810,000
3	Godfrey & Friends (CBS)	9,750,000
4	Circus Hour (NBC)	8,600,000
5	World Series (Oct. 5) (NBC)	8,490,000
6	Show of Shows (NBC)	8,400,000
7	Toast of the Town (CBS)	7,900,000
8	Gangbusters (NBC)	7,890,000
9	Talent Scouts (CBS)	7,300,000
10	Jack Benny (CBS)	7,280,000

* * *

KTBC-TV's First Card Effective Dec. 1

KTBC-TV Austin has announced its first rate card, to become effective Dec. 1, when it is scheduled to begin interim operation. Station is owned by Texas Broadcasting Corp. (KTBC) and will operate on Ch. 7 (174-180 mc) with interim power of 20.5 kw ERP.

Card comprises Class A time (6 p.m. to 10:30 p.m., Monday through Sunday), Class B (5 p.m. to 6 p.m., Monday through Friday; 1 p.m. to 6 p.m., Saturday and Sunday), and Class C (all other times). One-time rates vary from $250 for one hour to $50 for one minute or 20 seconds in Class A;

(Continued on page 101)

Weekly Television Summary—November 17, 1952—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	104.967
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	422,253
Binghamton	WNBF-TV	97,000
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	185,000
Boston	WBZ-TV, WNAC-TV	945,914
Buffalo	WBEN-TV	292,803
Charlotte	WBTV	255,237
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854
Cincinnati	WCPO-TV, WKRC-TV, WLWT	374,000
Cleveland	WEWS, WNBK, WXEL	660,547
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	193,130
Davenport	WOC-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	60,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	174,680
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	193,130
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	135,896
Houston	KPRC-TV	187,500
Huntington-Charleston	WSAZ-TV	177,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	80,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	243,357
Lancaster	WGAL-TV	172,646
Lansing	WJIM-TV	120,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,381,452
Louisville	WAVE-TV, WHAS-TV	179,820
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	26,000
Memphis	WMCT	159,453
Miami	WTVJ	152,400
Milwaukee	WTMJ-TV	363,176
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	80,380
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	122,195
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	141,961
Oklahoma City	WKY-TV	160,806
Omaha	KMTV, WOW-TV	148,438
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,096,784
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	26,600
Providence	WJAR-TV	227,000
Richmond	WTVR	145,954
Rochester	WHAM-TV	162,750
Rock Island	WHBF-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	104,949
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Schenectady-Albany-Troy	WRGB	237,400
Seattle	KING-TV	197,300
St. Louis	KSD-TV	451,000
Syracuse	WHEN, WSYR-TV	195,244
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	79,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
Wilmington	WDEL-TV	123,540

Total Stations on Air 113* Total Markets on Air 67* Estimated Sets in Use: 19,175,251

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

EACH dominates BOTH saturate

—and a Rich Market's Yours for the scheduling!

WHIO-TV coverage

1st in Dayton

Twelve out of the top fifteen once-a-week shows in the WHIO-TV service area—*all* of the first seven shows—are seen on WHIO-TV. (*September Pulse*)

WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 20 months.

YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

**DAYTON
OHIO**

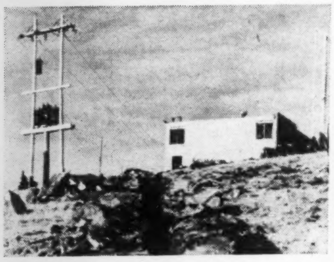
whio
**TV
AM
FM**

ACLU PROTESTS
McCarthy Speech Canceling

THE AMERICAN Civil Liberties Union last week said it protested KING-TV Seattle's calling off a scheduled political speech by Sen. Joseph McCarthy (R-Wis.) when the Senator refused to delete material which the station's attorneys considered libelous [B•T, Nov. 3].

Noting that Communications Act provisions "require you to permit political candidates to speak without censorship of content," ACLU suggested that as a safeguard against possible libel suits KING-TV "seek an indemnification agreement holding the speaker totally responsible for the statements he makes."

ACLU President Patrick Murphy Malin said that "as a non-partisan organization we take no position with respect to the political expression of any political candidate, but we believe that active practice of the American principle of free speech is essential to the health of our democracy."



KXLY-TV transmitter building now under construction. ➤

DuMont Shipments

SHIPMENTS of DuMont television receivers for 12-week period ended Nov. 2 were 153% greater than comparable period last year and exceeded those of any similar period in company's history, Allen B. DuMont Labs. has announced.

NEW studio and control room facilities are being added at WAAM (TV) Baltimore for rehearsal and production of local programs.

SUCCESS STORY
by
WOC-TV
W
O
C
T
V
S
E
L
L
S
WOC-TV
Channel 5

HOW TO COOK-UP SALES in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. *Total response to offer was 2,175.*

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 *in direct sales to viewers . . . plus direction of* THOUSANDS OF PEOPLE TO GROCERS for *Kaukauna Klub* products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, *sales-wise.* Get the facts from your nearest F & P man . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

KXLY-TV ANTENNA
Located on Mountaintop

THE mountain-top transmitter of KXLY-TV Spokane is going to afford the station coverage "which may be disappointing or may be something out of this world."

Ed Craney, head of the XL stations, explains that "Our elevation on top of Mt. Spokane is going to be 6,018 feet. We are 3,068 feet above average terrain . . . which means we are sticking up there like a sore thumb." KXLY-TV received its grant July 11, and hopes to be operating on Ch. 4 by Christmas.

"The Lord has been with us and kept the snow away thus far," says Mr. Craney, adding that he hopes the snow will not show itself until the station's operation gets underway. Before the winter is over, he acknowledges, the area probably will get up to 24 inches of frost and ice.

SCHOOL CLOSED CIRCUIT
DuMont's Arnett Suggests

USE of an internal closed circuit television system in schools to supplement the 242 channels allocated for educational purposes by the FCC has been advocated by Keeton Arnett, general assistant to the president of Allen B. DuMont Labs.

He told a Nov. 7 joint meeting of the New Jersey Secondary School Teachers Assn. and the Audio-Visual Education Assn. of New Jersey in Atlantic City that broadcasters could "supply a partial educational service to schools in its areas." But he urged educators to give "serious consideration to further and more effective utilization of the video medium."

Colonial Remodeled

NBC-TV's Colonial Theatre at 62d St. and Broadway, New York, was remodeled in time to house *Show of Shows*, starting with the Nov. 8 telecast, according to the network. Included in the installation is an electronic lighting system capable of memorizing five pre-set changes. In lighting, 520 lighting fixtures are used. Also installed are 48 microphone outlets and 20 microphone control positions in the audio-control booth. Orchestra's location gives TV stage greater area and cameramen greater mobility. Studio audience is accommodated in the mezzanine and balcony.

AMP's New Office

ASSOCIATED Music Publishers has opened a Hollywood office at 6331 Hollywood Blvd., Charles A. Wall, AMP president, announced last week. Carl Post, concert artist, is in charge of the new office, acting as general representative in Hollywood for AMP's catalog of orchestral, chamber and choral music.

KBTV (TV) DATA
Herold Says Business Good

BREAK-EVEN point within three months after commencement of operation on Oct. 12 was predicted last week by Joe Herold, station manager of KBTV (TV) Denver, new vhf Ch. 9 station owned by Colorado Television Corp. He reported "business is exceeding our expectations," with set ownership seen topping 100,000 in the area by Jan. 1.

KBTV was incorrectly identified as owned by Empire Coil Co., permittee of uhf Ch. 20 KDEN (TV) Denver, in a B•T story several weeks ago concerning Empire Coil's KPTV (TV) Portland, Ore. [B•T, Oct. 20].

Colorado Television Corp.'s KBTV also has added the following new personnel, Mr. Herold reported: Norman Larson, formerly of Alexander Film Co., continuity editor; Kathleen Macklin, film secretary; Rosser Willis, salesman; Robert Lebsock, former chief engineer of KFXJ Grand Junction, Col, engineer; George Barron, studio engineer; James Lannon and Dave Fitchett, cameramen; Lynn E. Higby, announcer, and Bill Michelsen, news announcer. Sam Worsham, TV production facilities director, has been promoted to program and production manager.

"We have amazing reception reports from the entire area within a radius of 100 miles of Denver," Mr. Herold said, noting "this is with our fairly low interim power of 12 kw ERP. We are expecting great things in the way of coverage when we make our permanent installation some time in May or June of next year and increase the power 240 kw ERP."

KLZ Solves Dilemma

ROCKY Mountain Oil & Gas Assn. had planned for 700 guests at an association banquet Nov. 1, in the grand ballroom of the Cosmopolitan Hotel. More than 1,200 reservations poured in with the result that two mezzanine dining rooms were used to accommodate the overflow. This created the dilemma as to how to provide the extra 500 with entertainment and the usual speech-making. A KLZ Denver crew had the answer. They simply set up a closed circuit TV arrangement which kept all of the overflow guests in full view of the proceedings. [KLZ is an applicant for Ch. 7.]

ILLINOIS Institute of Technology, Chicago, has launched fall series of educational TV programs on WBKB (TV) that city with show titled *Atomic Fireworks*. It featured Dr. Richard F. Humphreys, chairman of the physics dept., and Leonard Reiffel, supervisor of nuclear physics.

'Dammfino'

QUANDARY of grantees asked exactly when they will be able to get their TV stations on the air was solved by G. Pearson Ward, KTTS Springfield, Mo. Mr. Ward and his colleagues received a grant for KTTS-TV on Ch. 10 last month. To satisfy the curious, Mr. Ward had cards printed which bear the word, "Dammfino." Since the cards have been printed, however, Mr. Ward has been able to establish his target date as April.

LIVE VS. FILM

Discussed by RTES Panel

LIVE TV programs are preferred to filmed video shows as a medium in which to work, according to the consensus of participants, with a lone dissenter, at a round table discussion of video production at last Wednesday's luncheon meeting of Radio & Television Executives Society in New York.

Actress Rita Gam likes the feeling of "this is it" she gets when performing for a live TV show. Fletcher Markle, a producer, also felt the immediacy and spontaneity of live productions are great assets not found in filmed shows. A writer, Thomas Phipps, said he likes to have his scripts produced while they are still fresh.

Opportunity afforded by films to correct little things that go wrong in live productions and to present a more perfect production to the viewing audience gives films a big plus over live TV programming, according to Sidney Lumet, TV director. Discussion was moderated by William I. Kaufman, associate supervisor of program procurement at NBC-TV and author of *The Best TV Plays of the Year*.

Robert Sarnoff, RTES president, presented the William I. Kaufman awards for the best TV plays of the 1950-51 season to:

"The Pharmacist's Mate," written by Budd Schulberg for *Pulitzer Prize Playhouse;* "The Kathryn Steffan Story," written by Kathryn Steffan for *Big Story;* "The Night They Made a Bum Out of Helen Hayes," written by Billy Rose for *The Billy Rose Show;* "The Rocking Horse," written by Doris Halman for *Armstrong Circle Theatre;* "Rosie's Haircut," written by Gertrude Berg for *The Goldbergs;* "Borderline of Fear," written by Jo Anna Roof and Edward Mably for *Danger;* "Vincent Van Gogh," written by Hoffman R. Hayes for *Philco Playhouse;* "The Lottery," written by Shirley Jackson for *Cameo Theatre*.

Bob and Ray, NBC comedy team, presented their "Radio & Television Executives' Kit" at the luncheon. Next RTES meeting will be the Christmas Party on Dec. 17 at the Roosevelt Hotel, New York, site of last week's luncheon.

EDDIE CANTOR, star of NBC-TV *Colgate Comedy Hour*, named Citizen of the Year, by Guardians of the Jewish Home for the Aged, L. A., for his "blood-bank activities, sale of War Bonds and efforts to build American morale."

WITNESS' RIGHTS

Noted by Sen.-Elect Bush

CONGRESSIONAL witnesses should be protected from the "glare of publicity" caused by radio microphones, television and newsreel cameras, Senator-elect Prescott S. Bush (R-Conn.), New York banker and CBS director and stockholder, said last week during a news conference in Washington.

The test of whether radio, TV and newsreels should be permitted to cover Capitol Hill sessions is the purpose of Congressional hearings, the new Connecticut Senator told BROADCASTING • TELECASTING. "If its purpose is educational, as it was in the Kefauver hearings, then all media should be permitted," Sen. Bush said.

Without Embarrassment

"But there are many kinds of hearings where information is required. If it will make it easier for good citizens to appear and testify, then I feel radio, TV and newsreel should be barred. Witnesses should not be embarrassed through the glare of publicity which emanates from a hearing which is covered by radio and television and newsreel cameras."

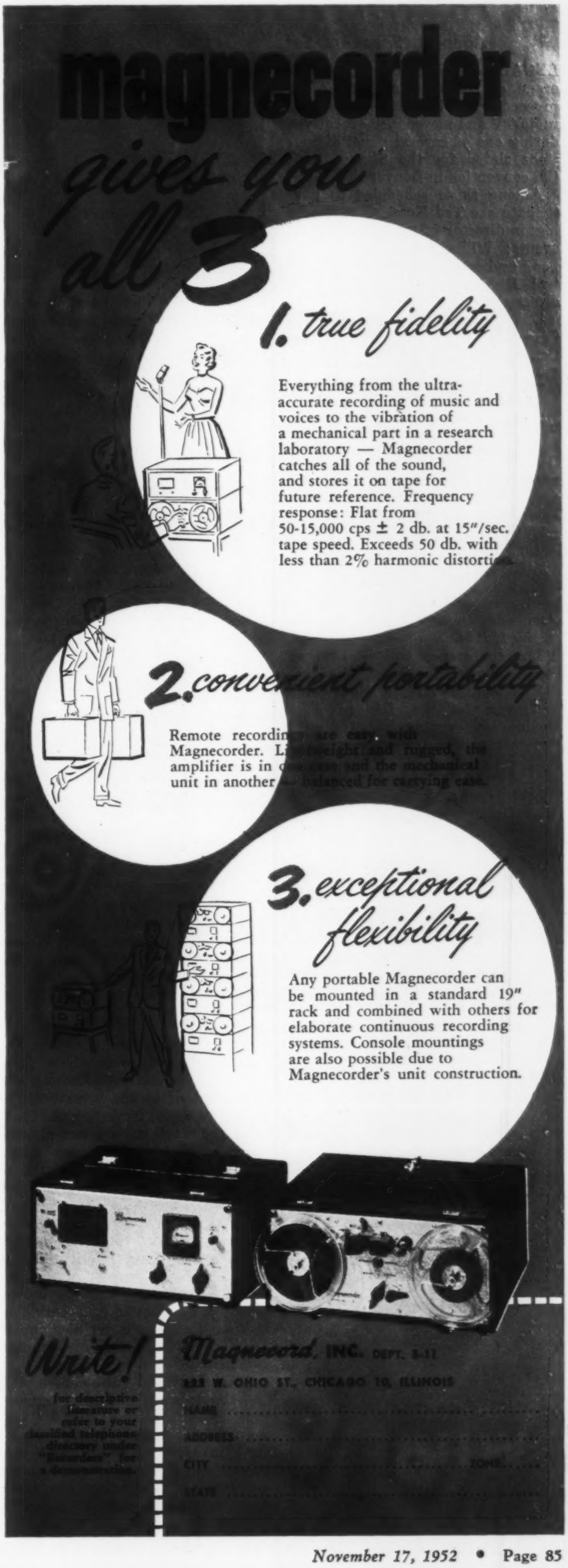
If the rules forbid the broadcasting of Senate sessions, Sen. Bush thinks that the question of changing them should be studied carefully. "If the rules prohibit it," he said, "that's a good reason to look things over carefully before changing them." Senate procedure is to permit each committee to establish its own rules on coverage, although a bill was introduced to ban radio and TV apparatus in the 82d Congress by Sen. Pat McCarran (D-Nev.).

Sen. Bush said he was not familiar with Sec. 315 of the Communications Act and the political broadcast problem. That question never came up in CBS board meetings that he recalled, he said. Sec. 315 forbids broadcasters from censoring political candidates' speeches.

CBS Director 21 Years

A partner in Brown Bros. Harriman Co., New York banking firm, Sen. Bush said he has been a director of CBS for 21 years—"and it has been a very stimulating experience." He said he was also a director in eight other corporations. He said he does not intend to sever all his business connections; he made it plain he would not resign from the banking firm.

The Senator-elect was born in 1895, was graduated from Yale U. in 1917. He lives in Greenwich, Conn. In 1950 he ran unsuccessfully against Sen. William Benton (D-Conn.), who was defeated for the full term in the Nov. 4 elections. Sen. Bush's victory three weeks ago was over Rep. A. A. Ribicoff (D-Conn.) for the unexpired term of the late Sen. Brien McMahon (D-Conn.), which runs to 1957.



1. true fidelity

Everything from the ultra-accurate recording of music and voices to the vibration of a mechanical part in a research laboratory — Magnecorder catches all of the sound, and stores it on tape for future reference. Frequency response: Flat from 50-15,000 cps ± 2 db. at 15"/sec. tape speed. Exceeds 50 db. with less than 2% harmonic distortion.

2. convenient portability

Remote recordings are easy with Magnecorder. Lightweight and rugged, the amplifier is in one case and the mechanical unit in another — balanced for carrying ease.

3. exceptional flexibility

Any portable Magnecorder can be mounted in a standard 19" rack and combined with others for elaborate continuous recording systems. Console mountings are also possible due to Magnecorder's unit construction.

Write! for descriptive literature or refer to your classified telephone directory under "Recorders" for a demonstration.

Magnecord, INC. DEPT. 8-11
225 W. OHIO ST., CHICAGO 10, ILLINOIS
NAME ....
ADDRESS ....
CITY .... ZONE ......
STATE ....

SDX CONFERENCE

Agenda, Speakers Set

LEGAL aspects of broadcast coverage of congressional and court proceedings will be reviewed by radio-TV and newspaper executives during one of several panel discussions slated for the Sigma Delta Chi convention in Denver this week.

Among those scheduled to participate are Ted Koop, CBS Washington director of news and special events; William Ray, director of news and special events, NBC Central Div.; Charles H. Campbell, director, British Information Service, Washington, D. C.; E. Ray Campbell, president of Denver Post Co., and Jack Foster, editor of the *Rocky Mountain News*. Mr. Campbell will preside.

Forum discussion on freedom of information will highlight the Friday agenda, with Palmer Hoyt, *Denver Post*, the chairman. Other speakers include James Pope, executive editor, *Louisville Courier-Journal* and *Times* (WHAS-AM-FM-TV); V. M. Newton, managing editor, *Tampa Tribune* (WFLA-AM-FM); Sen. Fred Seaton (R-Neb.), who is associated with his family in radio-newspaper interests, and Gene Cervi, publisher, *Rocky Mountain Journal*.

The conference will be held at the Cosmopolitan Hotel, Wednesday through Saturday. Dinner will be given by the *Denver Post* Wednesday evening.

138,000 TV SETS

IN THE QUAD-CITY AREA

●

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V. P. and Gen. Mgr.

QUAD-CITIES

IOWA

SCOTT CO.

DAVENPORT

EAST MOLINE

ROCK ISLAND

MOLINE

ILLINOIS

ROCK ISLAND CO.

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

CONGRATULATIONS are given Leonard F. Cramer (c), assistant general manager of the Crosley Div., Avco Mfg. Corp., following Mr. Cramer's election as an Avco vice president at a directors' meeting held in Crosley's new plant at Evendale, near Cincinnati. Handshaking at left is Victor Emanuel, accompanied by John W. Craig, Avco vice president and general manager, Crosley Div. Mr. Cramer now is in charge of Crosley's entire radio and TV activities, including new tube plants at Batavia, Ill., and Crosley's Canadian subsidiary, Crosley Radio and Television Ltd.

CAB's TV PLEA

Urges Private Licenses; Cites Massey Sentiments

CANADIAN AM operators are ready and have the finances to operate TV stations throughout Canada. The Canadian cabinet headed by Prime Minister Louis St. Laurent was told this last Wednesday by a delegation from the Canadian Assn. of Broadcasters. The brief, which was presented, is understood to have covered all arguments against the entry of private enterprise into television broadcasting.

The brief, it is learned from good authority, stated that the Canadian Broadcasting Corp. has already reached the point in its TV service visualized in the Massey Commission recommendations. The CAB delegation pointed out that Chairman Vincent Massey had cleared up an ambiguous point in the recommendations in a speech in Montreal following publication of the report. Mr. Massey, now Canada's governor-general, stated that the commission's recommendations dealt with a national TV program service by the CBC, not a national TV network or group of stations operated by the CBC.

Added Employment

The brief pointed out that the employment of more than 4,000 Canadians in AM broadcasting stations as well as the investment of these stations is in jeopardy if Canadian stations are not allowed to start TV soon. These statements were based on reports of U. S. radio listenership in TV areas and the minority report of Dr. Arthur Surveyer of the Massey Commission. It also pointed out that granting applications to Canadian citizens for TV stations would provide an impetus to the entire TV receiver and servicing industry, and open up new industries in TV in many Canadian communities.

The CAB delegation also told the Canadian Prime Minister and his cabinet that the 100,000 Canadian TV set owners now primarily tune in U. S. stations, and that Canadian stations would create reception of Canadian programs. They also dealt with the advertising value of TV and referred to Dr. Surveyer's remarks on that topic when he said in his minority report that "there is a tendency to underestimate the importance of advertising in the economic life of the country."

The brief detailed, it is reported, on the investment and programming costs of typical U. S. small city TV stations and referred to FCC reports on capital investment of U. S. TV stations. On the argument that TV costs are so high that private capital cannot enter the field, the CAB delegates stated that if private interests want to risk their money they should be allowed to do so. They showed FCC figures that the majority of Canadian broadcasters could enter TV for less than $400,000.

They concluded their presentation with a list of U. S. TV stations in small cities and their investment and operating costs and a breakdown of investment and operating costs of TV stations prepared by Joseph Herold, U. S. consultant.

UA PACKAGE

Purity Buys in 24 Markets

PURITY Bakers Corp. (Tastee Bread), through Young & Rubicam, New York, concluded a $250,000 agreement with United Artists Television, which is providing a new TV program, *Cowboy G-Man*, in 24 key TV markets, for Purity to sponsor.

Before Feb. 1, the program will be launched in 15 TV markets and will go on the air within the first 60 days of TV service in Akron; Beaumont-Port Arthur; Decatur, Ill.; Springfield, Mo.; Flint, Mich.; Duluth, Minn.; Muskogee, Okla.; Sedalia, Mo., and Wichita Falls.

SMALL CITY TV

Zenith Sees Subscription

SUBSCRIPTION TV is advocated as one answer to the warning of a marketing expert last month that TV stations in many small cities will have hard going in getting their share of national advertisers' billings.

Ted Leitzell of Zenith Radio Corp., in a letter to members of the industry, suggested subscription television as a source of income for stations in cities of 25,000 or less. Attaching a clip sheet of a BROADCASTING • TELECASTING story in which Sidney W. Dean Jr., vice president and director of marketing services for McCann-Erickson, New York, forecast that the biggest share of TV's expected $750 million income from national advertising by the end of 1954 will go into the 125 major markets [B•T, Oct. 6], Mr. Leitzell said results of a Zenith Phonevision survey indicate stations in smaller communities can make a good profit from subscription TV.

Assuming a hypothetical market of 15,000 homes and 7,500 TV sets, Mr. Leitzell said all the TV owners would pay $1.50 to $2 per week for three to four hours daily of choice TV entertainment, such as "good motion pictures, and a reasonable variety of Broadway openers, championship fights, other major sports, etc."

The gross would approximate $11,000, Mr. Leitzell said, of which 25% (nearly $3,000) would be netted by stations after line charges and payment for program material.

Of 900 communities of less than 25,000 with allocated TV channels, Mr. Leitzell said only 76 were represented by TV applications, indicating the problems TV broadcasters in small towns would face because of national advertisers' inability to buy more than the expected 125 biggest TV markets.

A hearing on Phonevision has been set by the FCC.

VIP RE-FORMED

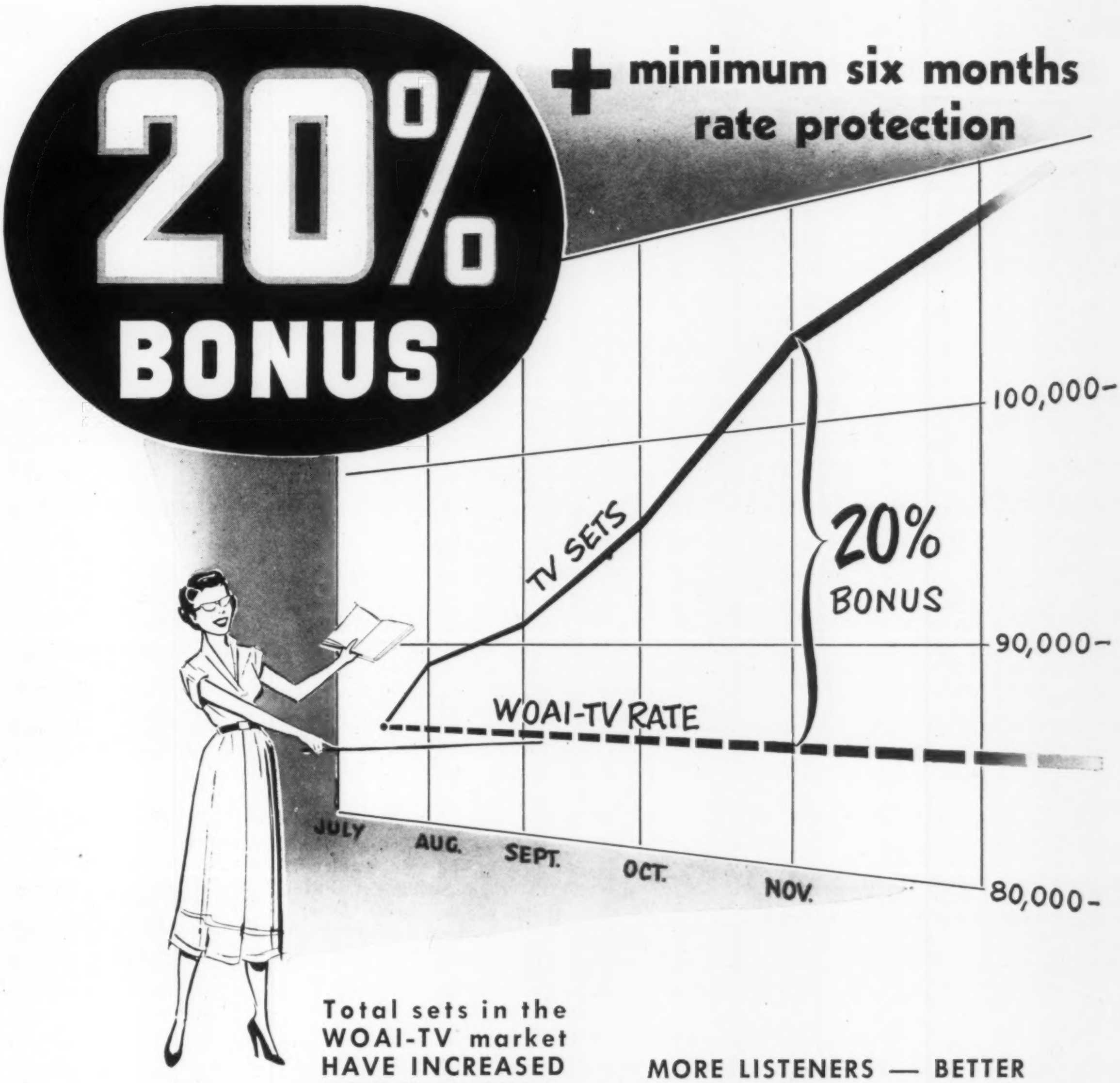
Moser is Pres.-Treasurer

MIKE MOSER, creator-producer of ABC-AM-TV *Space Patrol*, has taken over VIP Productions Inc., Hollywood, as president-treasurer. Firm, to be known as NFP Inc., is headquartered at 1540 N. Highland.

Originally formed by partners, Ralph Hoge, Lee Garmes and Robert Smith [B•T, June 2], VIP holds exclusive rights to the new Hoge universal focus camera. Fourteen years in development, the camera keeps foreground, middleground and background in simultaneous focus.

Under new ownership, firm will concentrate on production of TV film commercials and video feature films.

Other officers are Mr. Hoge, vice-president; Herbert Baerwitz, Beverly Hills attorney, secretary; and Aubrey Ison, program coordinator on "Space Patrol," general manager.



Total sets in the WOAI-TV market HAVE INCREASED MORE THAN 20% in the last 16 weeks— from 85,742 on July 15th to more than 103,000 on November 1st. Set sales are averaging above 1100 per week and the Christmas buying season is still to come.

YOU CAN BUY WOAI-TV AT JULY 15th RATES and get 20% more coverage plus the accumulative bonus of all sets sold for a minimum of 6 additional months.

MORE LISTENERS — BETTER PROGRAMMING — SHARPER PICTURES
WOAI-TV IS A BETTER THAN EVER BUY

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles,
St. Louis, Dallas, San Francisco, Detroit.

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

FIRST forced-air cooled tube ... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

PSI-TV PACTS

European Plans Set

SIGNING of contracts for television film productions to be made in Europe at total budgets of $2.3 million were announced Wednesday by Paul White, president of PSI-TV, upon his return from an overseas business trip.

Mr. White also announced opening of a Paris office in the Hotel George V with John Nasht, supervisor of the company's European operations, in charge.

Appointment of Charles Torem, member of Coudert Bros., French and American law firm, as European counsel for PSI-TV with offices in Paris, also was announced. Mr. White noted that the firm now maintains legal offices in production centers in the U. S. and abroad, with Leonard Loewinthan, PSI-TV vice president and general counsel, at New York headquarters, and Leon Kaplan in Los Angeles.

Mr. White said he had completed production arrangements in France for two new film series. These include a series of 26 with Pathe Cinema and another to be produced by Paul Wagner. Both companies are presently producing firm's *Orient Express* series which is scheduled for release this spring. It is being done on location in Paris, London, Rome, Berlin, Vienna and Istanbul.

In Rome, Mr. White contracted for two additional series to be co-produced by Victor Pahlen and Thetis Film. Mr. Pahlen is currently preparing for PSI-TV 26 films of the *Great Loves* series starring Hedy Lamarr.

Mr. White left New York for Mexico City later last week for a conference with Oscar Dancigers on production of nine additional films. Mr. Dancigers, who recently completed "Robinson Crusoe," is now producing several films for PSI-TV.

EDUCATIONAL TV

Meet Set at Indiana U.

FORUMS, a demonstration and several speeches have been planned for the conference on educational television at Indiana U. in Bloomington Dec. 5-6. The meeting will conclude with a demonstration of low-cost educational techniques by Edward Stasheff, producer for the U. of Michigan, and his assistants, Jerrold Sandler and William Kinzer.

Forum leaders include Katherine Fox, director of special interest programs, WLW WLWT (TV) Cincinnati; Robert Petranoff, program director, WTTV (TV) Bloomington; Bill Ladd, radio-TV editor, Louisville *Courier-Journal*.

MYRON FREEDMAN, WJZ-TV New York engineering staff member, will lead a forum discussion Nov. 28 on "Film & TV" at the New Institute for Film & Television, Brooklyn.

Adlai's Air Plans

SO INDELIBLE was the imprint left by Gov. Adlai Stevenson via radio and television during the campaign that a national organization is being set up to provide funds for the defeated Democratic Presidential nominee to continue his air appearances. Plans for the new organization were announced in Los Angeles last Monday by Jerome L. Doff, attorney and chairman of the Stevenson Speaks Committee. The proposal will be submitted to the Illinois Governor for his approval.

FTC ACTION

In Soap and Watch Ads

FEDERAL Trade Commission last week announced it had signed stipulation agreements providing for discontinuance of certain advertising claims by soap and watch manufacturers.

Four large companies agreed to rinse out their advertising copy for well-known laundry detergents. They were Colgate-Palmolive-Peet Co., Jersey City, N. J. (Fab), Procter & Gamble, Cincinnati (Tide, Cheer), Lever Bros., New York (Surf) and The Theobald Industries, Harrison, N. J. (Hum).

The commission also announced that the Bulova Watch Co. and Academy of Motion Picture Arts & Sciences have promised to stop using the words "Academy Award" and "Oscar" in advertising watches. The latter had authorized use of the words under licensing rights to Bulova, which henceforth must qualify use of the words and note the rights.

The detergent manufacturers have claimed that the respective products wash clothes as clean without rinsing as soap does with rinsing. Claims had been made in radio and/or TV continuities (viz on the *Comedy Hour*, *The Red Skelton Show*, others). Bulova's claims were aired on TV spot announcements.

On another front, FTC held a hearing in Washington last Wednesday on a complaint charging Sylvania Electric Products Inc., New York, with price discrimination in the sale and purchase of radio tubes, and thus violation of the Clayton Antitrust Act.

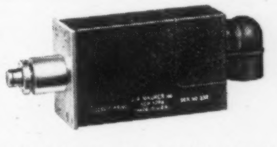
ABC Signs WKBN-TV

WKBN-TV Youngstown will affiliate with ABC-TV during the first quarter of 1953, Alfred R. Beckman, ABC's national director of Radio and TV Station Relations Depts., announced last week. Owned by the WKBN Broadcasting Co., the station will operate on Ch. 27. J. L. Bowden is WKBN-TV's station director.

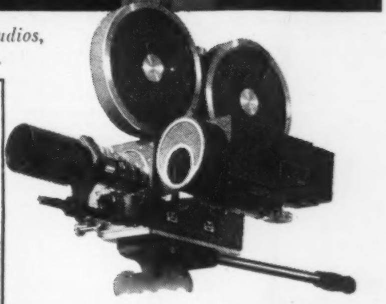
Ken Richter at work in Cinecitta Studios, Rome, on Roman Banquet scene.

THE MAURER 16mm IN ROME

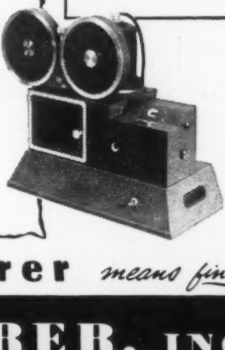
When Ken Richter makes a foreign-location documentary for a firm like Reed and Barton, Silversmiths . . . you can expect to find the Maurer "16" on the job. To the public, this sequence illustrates "The Romance of Silver Design." To the professional it proves the better results achieved with the camera designed for professional use . . . the Maurer "16."



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation. For details on this and other MAURER equipment, write:

maurer *means finer motion pictures!*

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS:
JAMAURER

film report

Sales . . .

KLAC-TV Hollywood has acquired 28 feature films from **Atlantic Tele-Vision Corp.** Sale was concluded by **Fred Henry,** station program director, and **Tom Corradine,** head of T. J. Corradine & Assoc., West Coast representative for film distributor.

* * *

WMAR-TV Baltimore has acquired 13 feature films for three runs each and WPTZ (TV) Philadelphia has acquired 12 features for four runs each from **Standard Television Co.,** Los Angeles, according to **Marcus Loew,** president.

* * *

George F. Foley Inc., New York, film production company, signed by **Fuller & Smith & Ross,** same city, to produce a 16mm color film, "Your Fiber Lifeline," for the **Plymouth Cordage Co.,** Plymouth, Mass. **Thomas Mitchell** will serve as narrator.

* * *

Fall City Brewing Co., Louisville, Ky., has purchased the **Ziv Television Programs Inc.** package, *Favorite Story* for showing in three markets. This sale, plus three others, brings total for *Favorite Story* to 19, M. J. Rifkin, Ziv vice president in charge of TV sales, announced Thursday.

* * *

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Anheuser-Busch, St. Louis, Mo., one film through **Tracy-Locke Co.,** Dallas, Tex.; **Gruen Watch Co.,** Cincinnati, Ohio, two 60-second films; **Treegreen Inc.,** Portland, Ore., one 60-second film, **Imperial Sugar,** Sugarland, Tex., three 10-second films through **Tracy-Locke Co.,** Dallas; **Gas Service Co.,** Kansas City, Mo., four 20- second films; **P. F. Peterson Baking Co.,** Omaha, Neb., 13 films through **Allan & Reynolds Adv. Agency,** Omaha, and **Surface Combustions Corp.** (Janitrol Heating Systems), Toledo, Ohio, five 20-second films.

Production . . .

Father Patrick Peyton, head of **Family Theatre,** Hollywood, is producing special quarter-hour TV film adaptation of the poem, "The Hound of Heaven," by Francis Thompson for release to all TV stations during Thanksgiving week. Adapted by **Fred Niblo Jr.,** the special program is being filmed by **Cascade Pictures of Calif.,** Culver City, with **Pivar Productions,** that city, in charge of editing. It is narrated by **MacDonald Carey.**

PREPARE NOW FOR JOBS IN
TELEVISION—FILMS
One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers.
NEW INSTITUTE
STerling 3-9444
29 Flatbush Av., B'klyn 17, N. Y.

IT TAKES muscles to frolic with "Simba," a pet lion, who is starred in the "Boy & Simba," a jungle series being filmed for TV in Africa by Goodwin-International, Johannesburg. Producer Jack Goodwin is the strong man.

* * *

* * *

TeeVee Co., Beverly Hills, goes into production on 26 five-minute TV films in *Little Theatre* series, Dec. 9. Programs, sponsored on a regional basis, currently are being shown in 43 markets. **Marc Frederic** is executive producer.

* * *

Lincoln TV Productions, 6040 Sunset Blvd., Hollywood, has been formed to film half-hour TV series by partners, **Larry Stern, Max** and **Arthur Alexander.** Being considered for January production is a series based on "You Know Me, Al," a novel by **Ring Lardner.**

Distribution . . .

M. & A. Alexander Productions Inc., Hollywood, has acquired TV distribution rights to "Captain Tugboat Annie," feature film released by Republic Pictures in 1945.

Random Shots . . .

Sixty-three TV stations currently are carrying **The Christophers'** 15-minute filmed series, *What One Person Can Do,* according to **Father James Keller,** director of the organization. The films, free, present Hollywood personalities in anecdotes of what an individual can do with the help of God to improve world conditions.

* * *

Reid Ray Television Productions Inc., Hollywood, has acquired "Touchdown" by **Bob Panella,** sports editor of *Hollywood Citizen-News,* as first script in new half-hour TV film series, *A Sporting Chance.*

Film People . . .

Robert Aldrich, signed by **PSI-TV,** Beverly Hills, to direct two half-hour films in *Adventures of China Smith* TV series. Upon their completion, he returns to New York for three more half-hour films in NBC-TV's *The Doctor* for **Parsonnet Productions.**

* * *

Jack Covel, vice-president of **Crown Pictures International,** Hollywood, named president and chairman of the board. He succeeds **Maxwell Fenmore,** who resigned to devote all of his time to his law practice.

* * *

Michael Tomeo, recently discharged from Air Force, to **Filmcraft Productions,** Hollywood, as production staff member.

* * *

Harry McMahan, president, Five Star Productions, Hollywood, introduces his new book, *The Television Commercial,* at the weekly meeting of the Hollywood Ad Club today (Monday). The book will be published next year.

COLOMBIAN TV

Debut Next Year Seen

PREDICTION that television will be introduced as a new advertising medium in Colombia by the end of 1953 was voiced last week by Guillermo Toro, correspondent for J. Walter Thompson Co. in Bogota, during a visit to the agency's New York offices.

He said two or three major TV stations may be opened in such Colombian markets as Bogota, Cali, Medellin and Barranquilla, but that "at this stage, it is difficult to predict whether all stations will be operated on a commercial basis or whether some will fall under state control."

Mr. Toro, general manager of Guillermo Toro Escobar Publicidad, is in the U. S. to study the development of advertising in this country. In Colombia, he said, the field is expanding rapidly, with prospects of "greatest prosperity" in future years. He also noted that a large number of his countrymen have taken TV training in New York.

Bartley to Speak

FCC Comr. Robert T. Bartley will address a dinner meeting of the New York chapter of the Armed Forces Communications Assn. tonight (Monday) at Schwartz Restaurant, his first talk in New York since becoming a member of the Commission. Title of talk is "The Plugged Nickel."

NBC-TV kinescope of *President Truman's Tour of the White House* has been released by the U. S. Information Service, a division of the State Dept., to TV stations in England, France, Mexico and Cuba.

FAR EAST PLANS

Kilgore Reports on TV

TV PLANS in Thailand, Philippines and Japan were described by Scott Kilgore, Mutual Security Administration radio-TV consultant, who has returned from a 90-day tour of broadcast installations in Europe and Asia.

Mr. Kilgore, who formerly was with Collins Radio Corp. and is vice president of WKBR Manchester, N. H., found that a privately-owned TV station was being planned for Bangkok, the capital of the country formerly known as Siam. A 20-year concession has been given to Thai Co. Ltd., which has as its principals Police General Whao Sriyanond and Air Vice Marshal Thra V. Rungsarit. Bids have been received from RCA, GE, British Marconi and Pye Ltd., Mr. Kilgore reported.

Due in March or April will be Manila's first TV station, a sister to DZBC owned by Juan Quirino, brother of Philippine President Elpidio Quirino. James B. Lindenberg is manager of DZBC and will also manage the Channel 3 TV station. Under construction is a 15,000 sq. ft. TV studio.

Now on an experimental basis, Japan's government-owned TV station in Tokyo broadcasts two to three hours on Fridays and Saturdays. Due for completion in about 30 days or so is a new TV studio. Planned for the next year are the installation of microwave units to cover the major Japanese cities. The Japanese station, run by government-sponsored Nippon Hoso Kyokai (NHK), is using a 500-w RCA transmitter and General Precision Lab. field equipment for remote pickups.

In the planning stage is a privately-owned commercial TV system, to be owned by a group of Japanese newspapers.

Both the Philippine and Japanese TV systems are using U. S. 525-line TV standards.

'TODAY' SEGMENTS

Seven Advertisers Signed

SEVEN advertisers have signed within the last few weeks for sponsorship of a total of 76 five-minute segments of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST and CST) between now and the end of December, John K. Herbert, NBC vice president in charge of radio and TV sales, announced last week.

The advertisers and their agencies were listed as follows:

Parker Pen Co. (J. Walter Thompson Co.); Curtis Pub. Co. (BBDO); Murine Inc. (BBDO); Eastco Inc. (Ruthrauff & Ryan); Dictograph Products (Buchanan & Co.); Ponds Extract Co. (J. Walter Thompson Co.); and Sawyers Inc., for Personal Cameras (Carvel, Nelson & Powell Adv.).

RCA Service Co. and TelePrompter Corp., N. Y., have announced that latter firm's cueing equipment used in TV studios shortly will be made available to public speakers in other fields on a nationwide basis.

POST-MORTEMS

Ball Views Political Problems

RADIO-TV industry should re-examine its standards for political broadcasts in the interest of averting remedial legislation by Congress, a leading Democratic Party campaign official said last week.

Spokesman was George W. Ball, a Washington attorney and executive director for the National Volunteers for Stevenson during the 1952 Presidential sweepstakes. He is associated with the law firm of Cleary, Gottlieb, Friendly & Ball, Washington, D. C.

In an interview with BROADCASTING • TELECASTING, Mr. Ball mildly criticized certain alleged practices by radio-TV broadcasters during the recent campaign and said he is reviewing the entire political broadcast question with an eye toward suggesting possible corrective measures, should the 83d Congress hold hearings on the issue.

Chief objections voiced by the Washington attorney were those involving a tele-documentary format and techniques of the controversial $2 million spot "blitz" utilized by Republican organizations. It was Mr. Ball who scored "Madison Ave. hucksters" and who "revealed" existence of the blitz campaign.

Mr. Ball said he felt broadcasters might mend their own political fences before Congress takes action. He said broadcasters are open to complaints that they were "accessories in misleading presentations" prepared by the Republicans for radio and television.

A similar warning was raised fortnight ago by radio consultant Morris S. Novik, who charged that network stations had violated "the principle of voluntary clearance for competing products" in the closing days of the campaign. Mr. Novik, consultant to the New York Volunteers for Stevenson chapter and special assistant to the Democratic National Committee, called on industry to "clean our own house instead of waiting for legislative action." He cited interest of the Senate Privileges & Elections Subcommittee in the matter [B•T, Nov. 3].

Mr. Ball alluded specifically to the documentary, *Crusade in America*, aired election eve under sponsorship of the Citizens for Eisenhower-Nixon. He also cited the blitz spots, in which answers were filmed and recorded in advance by Gen. Dwight Eisenhower and later matched with questions asked by various persons.

Dramatization Policy

To support his position, Mr. Ball said one network ruled out programs (either in 1944 or 1940) when the late Arthur Vandenberg coupled his own comments with excerpts of talks by President Franklin Roosevelt for a recorded series. CBS later adopted a policy against dramatization of political issues on its network, it will be recalled.

Mr. Ball suggested the industry TV code should frown on so-called "stage" or "hokum" presentations. The Television Code, adopted in October 1951, provides that "political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character."

The director of the volunteers group, which will continue in some form as a standing unit, acknowledged he did not have any ready answers to these and other problems but felt they should be clarified before 1956 when, he said, television will play an even more effective role.

Mr. Ball said he had no concrete evidence that large advertisers had agreed to give up choice time to the Republicans and to support charges of collusion between large corporations and broadcasters. This charge was contained in the original volunteers' protest to the FCC, which refused to consider it for lack of specific data. The Commission reportedly has written off the complaint [CLOSED CIRCUIT, Nov. 10].

Mr. Ball said his organization received few if any protests charging failure of network affiliates to clear time for major Stevenson addresses. He reported some complaints, however, from local Democratic groups who claimed they found it difficult to get their own candidates or spokesmen on the air. He was far more critical of newspapers on coverage of political developments.

Mr. Ball said he planned "to do nothing" with the replies to questionnaires mailed to over 300 broadcasters in 64 critical GOP counties seeking data on the amount of time sold to GOP groups. He queried stations, he said, to measure the extent of the blitz but conceded the volunteers' protest to FCC is "academic" now. He felt, however, Congress should look for possible violations of the Federal Corrupt Practices and Hatch Acts, and the Communications Act as well.

Data Requested

Meanwhile, it was learned that the Volunteers for Stevenson, Citizens for Eisenhower and other national organizations are being asked to furnish Congress with the names of various related political groups who bought radio-TV time or newspaper space.

The Senate Privileges & Elections Subcommittee has solicited information from broadcasters covering the amount of time sold to all political groups, including programs and spot announcements. Questionnaires are to be returned to the subcommittee by next Monday.

By contrast, newspapers are asked to fill out a similar form, returnable "at your earliest convenience" and covering merely the number of printed advertisements bought by political organizations. This variation in questionnaires has raised some concern among station owners identified with newspaper interests [CLOSED CIRCUIT, Nov. 10].

A subcommittee spokesman said last week that newspaper replies will serve as a source against which the space purchases of all political groups will be checked. He said there is no significance in the lack of a deadline on newspaper forms. He said forms returned by broadcasters will be checked in the same way.

NARTB had advised its members that "we are satisfied that this investigation is limited to the interest [of] reappraisal of campaign costs with a view to making new legislative proposals." NARTB added its conviction that equal time opportunities and political charges are not involved. The subcommittee is studying campaign costs in view of possible amendment of the Hatch Activities Act.

It was learned that one station, in replying to the questionnaire, attached a statement from a director of the Democratic committee in that state asserting the station had not refused equal time to the Democrats. Station filed the letter, noting it had sold time only to Republican forces. The committee is not interested in this type of data, it was explained.

The subcommittee is headed by Sen. Thomas D. Hennings (D-Mo.) and comprises Sens. A. S. Mike Monroney (D-Okla.) and Robert C. Hendrickson (R-N. J.).

SCHOOL TV FUNDS

Commercial Set Up Urged

UNIVERSITIES "at the proper time" should petition FCC to change noncommercial reserved channels to commercial channels—and operate commercial rather than noncommercial stations.

Lester E. Cox, member of the board of curators of the U. of Missouri, advocated this at the 30th annual meeting of Assn. of Governing Boards of State Universities and Allied Institutions, held fortnight ago in Portland, Ore. Mr. Cox is chairman of the board of curators' radio and television committee.

Pointing to the patterns of commercial operations, Mr. Cox said money from advertising revenue would pay for construction and maintenance costs of a video station, would enable high-quality instructors and station personnel to be hired and would encourage better programming. He said between $250,000 and $300,000 is a minimum price for station installation, and $1 million is the cost of an "excellent" one.

He recommended that university-owned stations take the air full time, because a few hours of daily operation probably could not be justified cost-wise. He suggested 16 or 18 hours airtime daily, every day of the week through the year.

Educational radio stations, he observed, are not as effective as they might be because they are noncommercial and 100% educational. Commercial stations' popular entertainment command large audiences, he said, suggesting an educational station operating for profit could do the same. He recommended diversity in programming and sale of certain educational shows.

Also explored was networking by a group of stations, and use of film over microwave relay.

USE FOR FARMER

More Radio-TV Urged

INCREASED use of radio, television and publications was urged last week as a means of disseminating latest agriculture information to upper-income farmers.

The recommendation was aimed at the Dept. of Agriculture by Lauren Soth, assistant editor of the Des Moines *Register & Tribune* in a pamphlet entitled "How Farm People Learn New Methods," prepared for the National Planning Assn., Washington, D. C.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting. Could be used as two separate 200-ft. towers.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

Our Respects To

(*Continued from page 54*)

he was a good telegraph operator. He earned spending money by delivering telegrams and carrying mail sacks from the depot to the post office. Whenever the Sears Roebuck and Montgomery Ward catalogs arrived he tried to resign but the resignation was forcefully rejected by father Wilkins.

Finally he saved enough money to buy a small wagon and branched out into delivering groceries for a local store.

In 1918 Joe Wilkins' mother died during the influenza epidemic of that year and he was sent, with a younger brother, to Mt. Charles College (now Carroll College) a boarding school for boys. There he went to high school and graduated in 1922 with honors. He earned letters in football, basketball and baseball.

During vacations he worked as a section hand on the railroad, as a farmhand and in the mines at Neihart. He attended Gonzaga U., Spokane, for a year before he had to drop out because of lack of funds.

He went to work as a roustabout for the Silver Dyke Mining Co. in 1924 and eventually worked up to assistant to the chief chemist. In this job he assayed all silver and gold for the mine.

About this time he organized a dance band and promoted an athletic association for the entertainment of the miners and their families. Since the mining camp was isolated in winter this became an important part of camp life.

Boxing and wrestling matches were promoted every week. Whenever an argument developed between a couple of workers they were immediately signed up for a fight on the next card. Everything taken in was used to buy athletic equipment for the kids. There was usually plenty of bloodshed, he recalls, but nobody objected because it was for a good cause. After he left Silver Dyke, Mr. Wilkins worked in mining camps in Nevada, Arizona, California, Idaho and held every job from mucker to hoisting engineer.

Joe Wilkins may be the only station manager in the country who worked free for the station he now manages for six months before he was hired.

It was 1931 and the state of Montana was feeling the depression. Mr. Wilkins had been doing odd jobs. He was auditioned, along with eight others, for a position on the station but was told there was no opening. He offered to work for nothing just to gain experience.

On Jan. 8, 1932, he went to work and a few weeks later was able to persuade a local flour milling company that he was the man they needed to put on their six-day-a-week 15-minute program. He sang songs and "advised ladies on their baking problems."

Even then it was six months before he was put on the station pay roll. He has enjoyed that distinction ever since.

The 'Winning Jockey' Listened

It was about that time that an event occurred which Joe Wilkins still recalls vividly.

Every year KFBB carries a heavy schedule of broadcasts, including the horse races, from the North Montana State Fairgrounds. A few days before the fair opened, Mr. Wilkins decided to show the rest of the staff how a horse race should be broadcast. Using the station audition system he gave a spine tingling description of the imaginary race which ended with the horse ridden by F. A. Buttrey, the then owner of the station, winning by a nose.

As the description ended Mr. Wilkins was summoned into the manager's office. There he was confronted by Mr. Buttrey, who had just arrived in time to hear the whole performance.

Mr. Wilkins was horrified and expected to be fired on the spot. But instead the owner made him race and special events announcer for the fair, a job he held for many years.

In addition to his job as announcer, Joe Wilkins served successively as bill collector, copy editor, program director, local salesman, commercial manager and on Sept. 13, 1940, was made general manager.

In that post he has had full responsibility for the station, has handled all national spot and CBS network contacts as well as public relations. He personally takes charge of all public service programming.

"I believe in better public service programming," Mr. Wilkins commented, when asked about this part of his work. "I believe it is the responsibility of every station manager to look at public service, not so much as a duty to be done at the least possible cost, but rather as a privilege to serve the community.

"If as much time and effort is put into public service production as is put into commercial programs the station operator will find that not only are his program ratings kept high but he will reap a harvest of good will that will more than repay his program cost."

Mr. Wilkins is particularly pleased at the result of the drive to get out the vote although he makes no claims for his own part in it.

"The first organized effort of radio and TV to get the people to register and vote has been extremely successful. Everyone in the industry is to be congratulated on a job well done. We now have an example of what our industry can do to promote a better America.

Would Counter Fear

"I think it is our responsibility," he continued, "to start thinking of an effective method to sell a constructive program on Americanism and to counteract the gospel of fear that is heard and read every day in our lives.

"We in radio can and have sold billions of dollars worth of goods and yet we have done very little to sell our most precious possession—America. Let's get busy on the greatest job of all."

KFBB has an application for TV Ch. 5 in Great Falls.

Mr. Wilkins married the former Lillian Albright on June 29, 1935. They have three children. Joe Jr. is a junior in high school and works Saturdays and holidays as announcer and librarian at the station. Their daughter, Janet, is in the eighth grade and is accompanist for the orchestra and the chorus. Son, Tom, is in kindergarten.

Active in civic affairs, Mr. Wilkins is a past president of the Great Falls Lions Club, member of the Elks, Chamber of Commerce, Knights of Columbus, Quarterbacks, Athletic Round Table, vice president of the Meadow Lark Country Club and vice president of the Executives Club.

He likes to hunt, fish, golf and read and his ambition is to travel with enough time to stop and make a study of every place he visits.

Your ESSO REPORTER is ON THE SPOT
is YOUR SPOT on WARD in JOHNSTOWN!
ESSO
WARD
WARD
1st
RATINGS, RESULTS RENEWALS
WARD
CBS RADIO NETWORK
WEED & CO., Representative
2nd
MARKET IN WESTERN PENNSYLVANIA

COL. Clark Hungerford (l), president, Frisco Railroad, which has just signed with KMOX St. Louis to sponsor thrice weekly newscasts by Lindley Hayes, discusses the show with Mr. Hayes.

MANPOWER

Sarnoff Group to Hold Meet

FIRST meeting of the Citizens Advisory Commission on Manpower Utilization in the Armed Services will be held during next week, it was announced by Brig. Gen. David Sarnoff, RCA board chairman and head of the new fact-finding task force.

Gen. Sarnoff said the commission will meet in Washington about Nov. 25. It was expected that two remaining vacancies will be filled by that time.

Appointment of eight members to the commission was announced by Secretary of Defense Robert A. Lovett. The group will study "the most economical and effective use" of the nation's military manpower. Gen. Sarnoff was appointed chairman last month [B•T, Oct. 27].

Among those named to the task force are Clarence Francis and Robert W. Johnson, board chairmen of General Foods Corp. and Johnson & Johnson, respectively.

Others appointed are:

The Rev. John J. Cavanaugh, former president of Notre Dame U.; Artemus L. Gates, former Under Secretary of the Navy; Admiral John H. Hoover, USN; Maj. Gen. St. Clair Streett, USAF; Maj. Gen. Merritt A. Edson, USMC. and Maj. Gen. John B. Anderson, USA.

ABC Affiliates

ABC radio's affiliates total 351 with addition of three stations, the network has announced. New affiliates are KABI Ketchikan, Alaska (1 kw day, 500 w night on 580 kc), Arvid Erickson, general manager; KJNO Juneau, Alaska (1 kw day, 500 w night, on 630 kc), Del Day, general manager; WRNO Orangeburg, S. C. (250 w on 1450 kc), Frank B. Best Jr., general manager. Effective date of the Alaska affiliations is Dec. 1, WRNO's Dec. 15.

programs promotion premiums

REXALL DRUG Co., which sponsors *Amos 'n' Andy* on CBS Radio, put on one of the biggest advertising and promotion campaigns in its history in connection with the show's 10,000th broadcast Nov. 9. Store display kits were sent to the 10,000 Rexall druggists, special "Radio Celebration Packages" were set up in stores and advertisements in newspapers and national magazines called attention to the broadcast date. The show consisted of highlights of *Amos 'n' Andy* broadcasts over the past quarter-century, with Bill Hay, for many years its announcer, coming out of retirement to participate.

• • •

PROGRESS NOTED

PROMOTION sheet showing the growth of WOAI San Antonio, the state of Texas and the city where the station is located during the 30 years since WOAI went on the air, has been released by the station. In 1922, the then 50 w station aired programs to a city whose population was 161,000. Today the number of people living in San Antonio has increased nearly 300,000 and WOAI, which has added TV, operates with 50 kw.

• • •

MEET THE STAFF

PRESENTATION of the staff of KMMJ Grand Island, Neb., and KXXX Colby, Kan., has been prepared by the stations in a promotion piece titled "Family Album." Pictures of the stations' "air salesmen" appear in the booklet along with photographs of the studios at KMMJ and KXXX.

• • •

BINAURAL BROADCASTS

WEEKLY series of binaural broadcasts will start shortly at WDRC-AM-FM Hartford, Conn. Connecticut artists will be featured in the series. An education program is being prepared to acquaint listeners with the high fidelity programs and how they can take advantage of them by listening to two radio sets at the same time.

UA USES RADIO

CONCENTRATED radio campaign is planned by United Artists for its motion picture release, "Return to Paradise," starring Gary Cooper and produced by Aspen Pictures. Four and a half hours of interviews and narration, tape recorded on location in Samoa, feature film's stars and native music backgrounds. Now being edited into quarter and half-hour programs, a saturation campaign will start in late February.

• • •

BLOOD DONATION DRIVE

TO stimulate blood donations, Virgil Pinkley, ABC Pacific Radio news commentator and editor-publisher of *Los Angeles Mirror*, starts a new campaign today, offering to deliver recorded Christmas messages to servicemen in Korea in return for blood. Mr. Pinkley, sponsored five times weekly on a quarter-hour basis by Prudential Insurance Co., L. A., will fly to Korea Dec. 8 with the tape recordings and blood donations and return with answering messages.

• • •

BIBLE READINGS

WCBS-TV New York began a weekly program, *Our Goodly Heritage*, yesterday (Sunday) from 11-11:45 a.m. EST, devoted to readings from the Bible by William Bush Baer, dean of New York U.'s College of Arts and Sciences. Produced and written by Dean Baer, the program is directed by Vern Diamond of the station's staff and supervised by Clarence Worden, director of WCBS-TV's public affairs department.

CANINE PROTOCOL

PROPER methods of teaching a dog obedience were demonstrated Nov. 8 on WATV (TV) Newark. Program, arranged by Frank V. Bremer, vice president in charge of engineering at the station, also featured an exhibition of American Kennel Club dogs showing the result of proper training.

• • •

WDVA GOES TO MARKET

WHEN the Danville, Va., tobacco market opened recently, visiting dignitaries at the 20 tobacco warehouses were curious about the number of tractors moving up and down streets in center of city on routine calls to business organizations. Explanation came when the drivers were recognized as personnel of WDVA there who parked their cars and drove borrowed tractors during the market days to effect a tie-in with the annual event.

• • •

TV IN AMARILLO

INTEREST in the coming of TV to Amarillo, Tex., was evidenced by a feature story written in the October issue of the Chamber of Commerce publication there. Plans which the city's radio stations have formulated were outlined in the article. Photograph of the new KGNC-AM-TV studios now under construction was also used in the story.

• • •

RADIO AUDIENCE SURVEY

FACTS on the Washington, D. C., radio audience have been released in brochure form by WRC in that city. Data came from a survey conducted by the station in which 562 individuals were interviewed by members of WRC's research staff. Breakdown in the booklet includes radio ownership in the city, hours of listening, station preference, late evening and morning listening as well as reasons for listening.

• • •

WOR CHRISTMAS FUND

ANNUAL Christmas Fund drive for the benefit of children in hospitals in the New York area, has been launched by WOR-AM-TV New York. Station personalities who will appeal to listeners to support the drive include Barbara Welles, Martha Deane, John B. Gambling, Patt Barnes, Stan Lomx and John Wingate. Station collected over $30,000 in a similar campaign last year.

FOCUS ON EDUCATION

HOUR-long, on-the-spot telecast will be presented each weekday morning from classrooms at Monroe School, Davenport, Iowa, Nov. 9 through 15 by WOC-TV in that city. Programs are a part of the station's plans for American Education Week. WOC will also carry a series of daily radio programs devoted to the public schools in the Quint-City area.

• • •

WWJ AT FESTIVAL

FURTHERING a WWJ Detroit policy of meeting the puplic personally, Ross Mulholland, station disc jockey, originated a two and one half hour show from the Detroit Food Festival fortnight ago. Over 2,000 pounds of food and $700 worth of food and prizes were given away on the show. WWJ reports it was the only Detroit station to broadcast directly from the Food Festival.

• • •

ADDIE'S SPORTS SHOW

BOB ADDIE, sports columnist at at the Washington, D. C., *Times Herald*, and his wife, the former Pauline Betz, tennis star, are presenting a weekly show on WMAL-TV Washington titled *The Addie's Sports Show*. The 15-minute program, which began Nov. 9, is being devoted to scores and results of sporting events as well as general information about the world of sports.

THE LATEST
WCKY
STORY

THE "SELLINGEST"
STATION IN THE NATION

WCKY'S THE STATION
PROGRAMMED TO SELL

A Small Investment on WCKY
will net you
Tremendous Dividends
In *Sales*

WCKY
CINCINNATI

Experience Counts

...and for AM, FM and TV it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

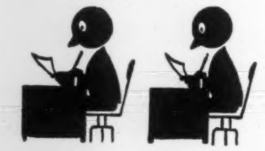
EQUIPMENT — Everything from microphone to antenna, designed, installed, adjusted and guaranteed ... that's the *experienced* Marconi service.

Marconi

*the greatest name
in radio and television*

CANADIAN MARCONI COMPANY
Established 1902
Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's

FCC actions



NOVEMBER 7 THROUGH NOVEMBER 13

CP-construction permit **ant.-antenna** **cond.-conditional**
DA-directional antenna **D-day** **LS-local sunset**
ERP-effective radiated power **N-night** **mod.-modification**
STL-studio-transmitter link **aur.-aural** **trans.-transmitter**
synch. amp.-sychronous amplifier **vis.-visual** **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

November 12 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Knoxville Ra-Tel Inc., Knoxville, Tenn.—Dismissed petition of Oct. 23, 1952, to amend application for CP to specify 800 kc in lieu of 860 kc and for removal of application, as amended, from hearing docket; granted supplemental petition of Nov. 7, 1952, to withdraw without prejudice petition and amendment above described.

Knoxville Ra-Tel Inc.; Dick Bcstg. Co., Knoxville, Tenn.—Granted petition of Knoxville Ra-Tel Inc. to amend application for CP to specify 900 kc in lieu of 860 kc and for removal of amended application from hearing docket; also removed from hearing docket Dick Bcstg. Co. application.

Dick Bcstg. Co., Knoxville, Tenn.—Dismissed as moot petition seeking to have Commission require Knoxville Ra-Tel Inc. to file evidence of intention to present application through designated hearing and in absence of such evidence to dismiss application.

Metropolitan Television Co., Denver, Col.—Granted petition for extension of time from Nov. 3 to Nov. 4, 1952, to file reply to petition of KMYR Bcstg. Co. for review of examiner's ruling on Metropolitan Television Co.'s second motion to amend.

WISL Shamokin, Pa.—Granted petition to intervene in proceeding re applications of Atlantic City Bcstg. Co., Atlantic City, N. J., et al, with respect to application of WDAS Philadelphia, Pa., only.

WQAN Scranton, Pa.—Granted petition for dismissal of application for CP without prejudice.

Lufkin Amusement Co., Beaumont, Tex.—Granted petition to amend TV application to submit exhibits 1-A and 5-A which bring up-to-date financial information with regard to petitioner and also includes letter of credit from First National Bank of Beaumont, Tex.

By Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Duluth, Minn.—Granted petition to amend TV application by adding to exhibit 1 verified copy of an amendment to its articles of incorporation; granted petition to amend TV application by modifying proposed radiator and transmission system, etc.

By Examiner Thomas H. Donahue

KCRA Inc., Sacramento, Calif.—Dismissed as moot motion for order to take depositions filed on Oct. 28; on Oct. 29 sec. 1.821 of Commission's rules was amended to eliminate requirement that depositions be taken only upon motion and order and to permit taking of depositions after reasonable notice to other parties, subject to specified limitations that may be raised by appropriate motion of such other parties.

McClatchy Bcstg. Co.; Sacramento Telecasters Inc., Sacramento, Calif.—Granted petitions to amend TV applications: Sacramento amendment to delete minority stockholder, make certain corrective changes in engineering, etc., and McClatchy to bring up to date information concerning broadcast interests of applicant corporation, to modify program proposals and proposed hours of operation, etc.

By Examiner Fanney N. Litvin

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend TV application to reflect changes in price of equipment to be purchased by it and to furnish name of registered civil engineer to determine coordinates of proposed transmitter site.

By Examiner William G. Butts

Notice is given of prehearing conference re applications of **John C. Pomeroy, William R. Reed** for CP's, **Pontiac, Michigan** and **Southern Michigan Bcstrs. (WSTR), Sturgis, Mich.**, for mod. license, in room 7118, New Post Office Bldg., Washington, D. C., at 10 a.m., Nov. 13, 1952, for purpose of considering procedure to be followed in hearing; necessity or desirability of simplification, clarification, amplification or limitation of issues; possibility of stipulating facts and limiting number of witnesses; necessity or desirability of prior mutual exchange of exhibits among parties; and such other matters as may be deemed helpful in proceeding. Copy notice mailed to James Gerity, Pontiac, Mich.

By Examiner Annie Neal Huntting

The Enterprise Co.; Beaumont Bcstg. Corp.; KTRM Inc., Beaumont, Tex.—Granted petition of The Enterprise Co. to amend TV application to reflect change in power gain of proposed ant.; to submit revised map showing locations of predicted grade A and grade B television service contours, etc.; petition by Beaumont to amend TV application to show amendment to corporate charter increasing capital stock and stating purposes of corporation, etc., and supplemental petition by Beaumont to amend to show increase in height of ant. and changes in related engineering data; a petition by KTRM Inc. to amend TV application to show changes in data with reference to holders of preferred common stock and preferred stock in KTRM Inc.; type and cost of equipment to be used, etc.

By Examiner Elizabeth C. Smith

Mt. Scott Telecasters Inc., Portland, Ore.—Granted petition to amend TV application to show conformity with evidence presented during hearing concerning (1) stock subscription of interested parties and correction of error in connection therewith due to misunderstanding of terms used in table I of sec. 11 of original application; (2) rental of land for proposed trans. site rather than purchase of such land, and lease agreement relative thereto; (3) arithmetical corrections in sec. IV, paragraph 4(b) of application; and (4) transfer of contract between General Electric and Clackamas Bcstrs. Inc., to run between General Electric and Mt. Scott Telecasters Inc.

Pioneer Bcstrs. Inc.; KXL Bcstrs; Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Ordered that further hearing for CP's for new TV stations on Ch. 6, Portland, be continued from Nov. 10 to Nov. 19, 1952, at Washington, D. C.

Mt. Scott Telecasters Inc., Portland, Ore.; Vancouver Radio Corp, Vancouver, Wash.—Ordered that further hearing for CP's for new TV stations on Ch. 21, be continued from Nov. 7, to Feb. 9, 1953, at Washington, D. C.

Westinghouse Radio Stations Inc.; Portland Television Inc.; North Pacific Television Inc.; Cascade Television Co., Portland, Ore.—Ordered that further hearing for CP's for new TV stations on Ch. 8 be continued from Dec. 1, 1952, to Jan. 6, 1953, at Washington, D. C.

Pioneer Bcstrs. Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station on Ch. 6 to eliminate any possibility of interfering with operation of DA of KOIN and to show revised cost figures because of necessity of insulating tower and increased price of steel.

BY COMMISSION EN BANC

License Renewal

WTMJ-TV Milwaukee, Wis.—Granted renewal of licenses for commercial TV subject to final determination of matters raised in Dockets 8736 et al., with respect to show cause order which requires WTMJ-TV to change frequency from Ch. 3 to Ch. 4.

Granted renewal of licenses of following stations on regular basis:

WAND Canton, Ohio; WICA-FM Ashtabula, Ohio; WFMW Madisonville, Ky.; WHNC Henderson, N. C.; WKSR Pulaski, Tenn.; WCLO Janesville, Wis.; WTMJ Milwaukee, Wis.; WTMV East St. Louis, Ill.; WTRW Two Rivers, Wis.; WVMC Mount Carmel, Ill.; WWOC Manitowoc, Wis.; WCMY Ottawa, Ill.; WKID Urbana, Ill.; WHCU Ithaca, N.Y.; WSB Atlanta, Ga.; WINZ Hollywood, Fla.; KRCT Baytown, Tex.; KRMG Tulsa, Okla.

CPs Extensions

Commission extended for one year CPs of following:

KRON-FM San Francisco; WHAT-FM Philadelphia; WFMT Chicago; WJKO-FM Springfield, Mass.; WRCM New Orleans, La.; KSBR San Bruno, Calif.; WWOL-FM Buffalo, N. Y.; KWPC-FM Muscatine, Iowa; KUGN-FM Eugene, Ore.; KWBW-FM Hutchinson, Kan.; WNJR-FM Newark, N. J.; WHP-FM Harrisburg, Pa.; WROW-FM Albany, N. Y.; WJHL-FM Johnson City, Tenn.; WKAT-FM Miami Beach, Fla.; WELD (FM) Columbus, Ohio; KCBS-FM San Francisco; WWSW-FM Pittsburgh, and WISN-FM Milwaukee, Wis.

BY BROADCAST BUREAU

Advised of Hearing

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Are being advised that applications for new TV stations on Ch. 69 are mutually exclusive and indicate necessity of consolidated hearing.

Granted License

WTVB Coldwater, Mich.—Granted license covering change in hours of operation, increase in power, installation of DA, changes in ant. system and change type trans.; conditions.

WIMS Michigan City, Ind.—Granted license covering increase in power, change in hours of operation, installation of DA-N and change in trans. location; condition.

KFAL Fulton, Mo.—Granted license covering increase in power and installation of a new trans.

KVAS Astoria, Ore.—Granted license covering change in trans. location.

Change Name

WNAC-TV Boston, Mass.—Granted CP to change name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc., and make ant. changes.

Change Type Transmitter

KCRB Chanute, Kan.—Granted mod. CP to change type of trans.

Request Granted

WGBF Evansville, Ind.—Granted request for cancellation of CP which authorized increase in N power to 5 kw and change in DA-N.

Extension of Completion Date

KMYC-FM Marysville, Calif.—Granted mod. CP for extension of completion date to 12-7-52.

WNAC-FM Boston, Mass.—Granted mod. CP for extension of completion date to 12-15-52.

WHIZ Zanesville, Ohio—Granted mod. CP for extension of completion date to 5-5-53; conditions.

KWOC Poplar Bluff, Mo.—Granted mod. CP for extension of completion date to 6-17-53; conditions.

Modification of CP

WABJ Adrian, Mich.—Granted mod. CP to change type trans.; conditions.

Modification of CP

KEXX San Antonio, Tex.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Modification of CP

KVOM Morrilton, Ark.—Granted mod. CP for approval of ant., trans. and studio location.

WDLC Port Jervis, N. Y.—Granted mod. CP for approval of ant., trans. and studio location and change type

Which Electric Plant?
UNITED STATES ELECTRIC PLANTS
UNITED STATES MOTORS CORPORATION
U.S.
OSHKOSH, WISCONSIN

This booklet helps you choose the right unit for your needs.

This free booklet will help you select the right type, the right size, starting method, etc. for your particular application. *Whatever* you need, you'll find it in the "U.S." line — for U.S. builds over 300 models, backed by more than 60 years of manufacturing experience!

UNITED STATES MOTORS CORP.
354 Nebraska St. Oshkosh, Wis.

Please send me the free booklet on Electric Plants. I am interested in
☐ Gas powered, ☐ Diesel,
☐ Gasoline powered

Name ....
Address ....
City .... Zone .... State .....

Merle V. Watson

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

TV
DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVERALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

XUM

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE **

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE **

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
*Member AFCCE **

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
*Member AFCCE **

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE **

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE **

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE **

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE **

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
*Member AFCCE **

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
*Member AFCCE **

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
*Member AFCCE **

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
*Member AFCCE **

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA, 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

*Member AFCCE **

trans.; condition.

WMOZ Mobile, Ala.—Granted mod. CP for approval of ant., trans. location and change type trans.

WAMI Opp, Ala.—Granted mod. CP for approval of ant., trans. and studio location and change type trans.

KCTG Cottage Grove, Ore.—Granted mod. CP for approval of ant., trans. location, specify studio location, and change type of trans.

November 12 Applications . . .

ACCEPTED FOR FILING

Change Name

WAPI and WAFM (FM) Birmingham, Ala. — Mod. license to change name to The Television Corp.

WSLS Roanoke, Va.—Mod. license to change name to Shenandoah Life Stations Inc.

Extension of Completion Date

WCAR Pontiac, Mich.—Mod. CP, as mod., which authorized installation of new vertical ant., for extension of completion date.

WSAY Rochester, N. Y.—Mod. CP, as mod. which authorized changes in ex-

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—***$2.00 minimum*** • Help Wanted 25¢ per word—***$2.00 minimum***
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager wanted. Salary and commission. Personal interview. Tom Morris, WNCA, Siler City, North Carolina.

Salesmen

Texas-Gulf coast station in excellent single station market, with sound rate structure, needs hustling, dependable salesman. Business is here and you can make top money; guarantee, commission, car allowance. Box 954R, BROADCASTING • TELECASTING.

Immediate opening sales manager of aggressive Southeast network affiliate. You will take over substantial billing with guarantee against commission on all station sales. If you can sell in a competitive market, rush summary of experience to Box 25S, BROADCASTING • TELECASTING.

Salesman—We have opening for energetic, clean salesman in Southwestern market of 200,000. Station is 50 kw network affiliate and a TV applicant. We have plenty of AM and TV competition, so right man must be willing to invest lots of creative shoe leather. Salary plus commission. In first letter, give all details including photograph, references and earning expectancy. Box 54S, BROADCASTING • TELECASTING.

Copywriter-salesman. Progressive independent. Single market. Permanent job. Salary, mileage. WMDN, Midland, Michigan.

If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability, contact Box 721 at once, Metropolis, Illinois.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Wanted: Two announcers for progressive station in Southwest. Experience preferred, ability necessary. Good pay and working conditions, congenial staff. Send full information, disc and photo first letter to Box 885R, BROADCASTING • TELECASTING.

Mature announcer, authoritative voice, special events, experience for station in important Texas market. Box 910R, BROADCASTING • TELECASTING.

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Opening all-round staff announcer for Texas ABC station. Tell all. Box 971R, BROADCASTING • TELECASTING.

Aggressive salesman-announcer to manage branch studios Ohio town of 14,000. Must be experienced with references. Salary-commission basis, send photo and details. Box 15S, BROADCASTING • TELECASTING.

Wanted: Hillbilly disc jockey for early morning show. Must be a definite personality. Start $75.00 . . . SE. Box 24S, BROADCASTING • TELECASTING.

Junior news man ready take next step to news director. Enterprising local station, Northeast. Send full story in letter. Box 29S, BROADCASTING • TELECASTING.

Combination announcer - engineer for small Virginia network station. Strong on announcing, $60.00 to start. No drunks or prima donnas. Box 49S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer opening. Give complete details first letter. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

Announcers and engineers needed immediately, easy hours, good pay. Contact Manager, KPDN, Pampa, Texas. Phone 1100.

Have you a good voice? Can you sell too? Program ideas? $300.00 month guaranteed, plus commission. Excellent single market. Send disc, photo, KPRK, Livingston, Montana.

Announcer-newsman: Immediate opening top operation in pioneer station. Air mail audition, photo, salary desired, 48 hours, other complete information, KSPR, Casper, Wyoming.

Immediate opening — Announcer-operator, emphasis announcing, start $325.00 month. KTFS, Texarkana, Texas.

Combo man, first phone. $350. for good announcer. Call or wire KVOC, Casper, Wyoming.

Announcer - salesman needed for our Perry Studios. Good salary plus commission. KWBG, Boone, Iowa.

Wanted—Announcer, young, energetic, single for staff work. Going 5,000. Start $50.00 for 40 hours. More as deserved. Write or wire fully. WBBB, Burlington, North Carolina.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. **Send disc or tape,** full particulars. **Salary strictly open, advancement open, housing good. Apply now.**

Experienced announcer - pioneer Michigan radio station has opening for capable staff announcer. Excellent working conditions. Graduated wage scale. Send audition, photo, and letter of qualifications to Station WFDF, Flint, Michigan.

Immediately need combination announcer-engineer with emphasis on announcing. Daytime independent requiring good voice and first class license. No drifters or drinkers. Good salary starting with advancement. WFGN, Gaffney, South Carolina.

Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Announcer-salesman, Opportunity announcer evening shift, salary and sell day, 15% commission, WGAT, Utica, New York.

1 kilowatt central Florida Mutual station wants permanent combo man. 40 hour week. Shirt-sleeve climate. Write or call WLBE, Leesburg, Florida.

Need combination man — Immediate opening. 44 hour week. Contact WNVA, Norton, Virginia.

Announcer—experienced in gathering, editing and delivering local news. Salary commensurate with ability. WSLB, Ogdensburg, New York.

Combination announcer-engineer, **first class ticket. Permanent. WWGS, Tifton, Georgia.**

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Florida — Maintenance engineer with college degree, first phone, commercial experience, start January for college radio-TV Dept. Box 21S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

First phone man, experienced or inexperienced. Downtown studio-transmitter operation Midwest small market. Box 60S, BROADCASTING • TELECASTING.

Sober, dependable, married, exempt, first ticket holder with good voice immediately for Midwest independent. Experience unnecessary. Good pay. Rush details. Box 63S, BROADCASTING • TELECASTING.

First phone, engineer wanted for 250 watt combined operation. Northwestern Pennsylvania metropolitan area. Experience not necessary. Box 67S, BROADCASTING • TELECASTING.

Immediate opening for first phone engineer. Good pay. Inexperienced applicants considered, 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

First phone engineer wanted November 21 in fast growing Southwestern city. Starting salary $260.00 per month. Living quarters for single man. Car necessary. KECK, Odessa, Texas.

Mutual affiliate wants first ticket engineer, prefer combo but not necessary. Good shift, friendly conditions. State experience first letter. Will reply salary offer. Send reply to Bob Cavanaugh, Radio Station KRIB, Mason City, Iowa.

Combination men for new daytime AM where small town advantages include cosmopolitan living. Send disc or tape to WCHL, Chapel Hill, North Carolina.

First class engineer. No experience necessary. **Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.**

Combination operator-announcer. First ticket necessary. No plant maintenance, chief handles this. Average duty 6 hours daily. Congenial staff, excellent working conditions. Good pay with advancement. WHIP, Mooresville, North Carolina.

Engineer, with first class license. No experience necessary. Paid hospitalization and insurance. Union scale. Give full resume first letter. Write Technical Supervisor, Radio Station WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Engineer with experience . . . would consider a combo man. WKRM, Columbia, Tenn.

Wanted—Two combination engineer-announcers, first class ticket necessary. Wages $100,00 48 hours. Write Catherine McLaughlin, WKRZ, Oil City, Pa.

Wanted: First class radio engineer for 250 watt daytime station. Apply WKOV, Wellston, Ohio.

Engineer - announcers wanted. State salary required. Photo, resume, audition tape or disc. Tom Morris, WNCA, Siler City, North Carolina.

Wanted immediately — Combination chief engineer-announcer; announcer-engineer; and announcer - salesman. Salaries commensurate with other stations. WNNT, Warsaw, Virginia.

Wanted: First class engineer, no experience required. Write WREL, Lexington, Virginia.

First phone: transmitter operator, WSYB, Rutland, Vermont.

First class experienced engineer capable of handling directional antenna system, some studio maintenance, car necessary. Write W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Chief engineer, some announcing. Excellent working conditions. Two fifty watt, day. Phone 37-366, Tampa, Florida.

Help Wanted (Cont'd)

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, **BROADCASTING • TELECASTING.**

Ohio station has opening for experienced announcer-copywriter capable of producing copy that sells. Send sample copy and particulars. Box 996R, BROADCASTING • TELECASTING.

Program-production director with ability and experience for independent operation in large market. Box 59S, BROADCASTING • TELECASTING.

Immediate opening available on full time regional net affiliate. Top salary. Call collect Station Manager or Program Director, WCEN, Mt, Pleasant, Michigan.

Experienced girl copywriter needed by December 1 to take over as department head after Christmas. Mail qualifications to Manager, WIZE, Springfield, Ohio.

Television

Announcers

Announcer-television—Television experience not essential. Send educational background, photograph and tape. Box 827R, BRADCASTING • TELECASTING.

Announcers

Need announcer to fill the bill of an aggressive 5 kw with TV application in leading Carolina city. Good starting salary with talent opportunities. Insurance and hospitalization. Must be experienced and willing to settle down. Rush audition and background. Box 26S, BROADCASTING • TELECASTING.

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

Technical

AM engineer with first phone. Emphasis on control room experience. Promotions can take you into well-established TV plant. State AM experience and training. Box 47S, BROADCASTING • TELECASTING.

Production-Programming, Others

Head radio-TV time buyer . . . Man or woman for top job in well known New York Agency. Must have substantial network and spot buying experience with emphasis on large national spot campaign for important clients. Ability to administer department of 20 people essential, handling details of contracts, estimates and budgets with great accuracy. A really big job for top buyer. Our employees know of this advertisement. Write full details. Box 12S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Assistant sales manager with proven sales record interested in commercial manager spot. Dry climate preferred. Box 13S, BROADCASTING • TELECASTING.

Mr. Small Station Owner! 15 years radio, eight manager-commercial manager, enables management your station economically, profitable. Cut monthly net substantially, raise revenue. Combine manager, commercial manager, program director, sports, part-time announcing into one job and guarantee results one year renewable contract. Desire small station, small city, large opportunity—out of snow belt. $100.00 week with 10% net. Highest trade references. Write Box 27S, BROADCASTING • TELECASTING.

Two man team does five jobs! We want to keep working together as news editor, program director, morning and afternoon deejay and sports team. Specialists in building sales and audience. Interview will convince you. Box 41S, BROADCASTING • TELECASTING.

XUM

Situations Wanted—(Cont'd)

Far West only. Presently employed as assistant to general manager in metropolitan market. Seek same or program manager in California, Arizona, New Mexico, or West Texas. Native of California in East for past 6 years. Present employer knows of desire to return. Network and local station experience. Excellent background in programming, operations, and promotion. Knowledge of all broadcast facets, including FCC, wage-hour, etc. Family man, veteran, 30. In radio since 1939, but still young enough to grow with organization. May I outline my story for you? Box 40S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 61S, BROADCASTING • TELECASTING.

Merchandising manager with sales background with network station in Major market desires change. Prefer Midwest or East. Box 62S, BROADCASTING • TELECASTING.

Salesmen

Experienced salesman, announcer (not tops), engineer, first phone, copy. Prefer Oklahoma, Texas, New Mexico. Small station and town. State all first contact. Employed. Box 68S, BROADCASTING • TELECASTING.

Announcers

Veteran announcer seeks re-location Northeast. Exceptionally experienced high-calibre man. Box 961R, BROADCASTING • TELECASTING.

Sports announcer—5 years experience. All phases: baseball a specialty. Also news, personality shows. $80.00. Box 1S, BROADCASTING • TELECASTING.

3½ years as announcer, program director. Restricted engineers license. Want good salary for any combination of above qualifications. Young. Hardworker. Box 14S, BROADCASTING • TELECASTING.

Experienced announcer desires one to five kilowatt station. All night or early morning. Box 19S, BROADCASTING • TELECASTING.

Announcer. Thoroughly Experienced news, commercials, DJ, board operation. Presently employed New York State network affiliate. College graduate. Age 24. Veteran. Box 32S, BROADCASTING • TELECASTING.

Top-rated morning man—staff announcer. College graduate, 28, 11 years radio, including 1 year TV. Also, successful salesman. Program director 5 years. Perfect record. Excellent references. Seeking better opportunity for advancement. Now announcing for Southeastern 10,000 watt, CBS station. Contact Box 37S, BROADCASTING • TELECASTING.

Successful morning man with ideas, experience, proven moneymaker for self and station. Won't send tapes, glad to visit for audition. Box 42S, BROADCASTING • TELECASTING.

Mature sportscaster with appealing voice and diction, extensive background in professional coaching, established high Hooper rating, experienced in spot sales and special events shows, currently employed, desires permanent location of high order. Recordings and trustworthy recommendations are yours. Write Box 44S, BROADCASTING • TELECASTING.

Announcer, veteran. Producer. DJ personality. Four years radio-stage performance. Single, young, highly versatile. Specialty: musical production, interviews, quiz shows. Employed net station. Seeking AM-TV operation. Box 45S, BROADCASTING • TELECASTING.

Announcer: eight months experience . . . Prefer a Midwest station. . . . Dependable, good worker. . . . Draft exempt. . . . One kw experience. Box 50S, BROADCASTING • TELECASTING.

Announcer, versatile; some experience all phases. Strong play-by-play. DJ, control board operator. Willing to settle small community. Reliable, draft exempt. Available immediately. Box 52S, BROADCASTING • TELECASTING.

News, sports, popular and hillbilly deejay. Experienced, proven record of success. In person auditions only. Box 43S. BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Money maker-Audience builder. Fresh, unique merchandising team, ideal for metropolitan radio, TV, agencies. Original, different approach. Top MC and top merchandising manager. Available soon. Know all angles. Like to work. Guarantee results. Box 58S, BROADCASTING • TELECASTING.

Announcer, colored, top board and commercial man. DJ and news—now working, personality adaptable East or West. Box 57S, BROADCASTING • TELECASTING.

Qualified SRT graduate desires position on the announcing staff of a Middle-Western radio station. Write Johnny Hagan, 210 N. Kolin Avenue, or phone Austin 7-5924, Chicago, Illinois.

Announcer, DJ, handle control board. Light experience. Desires staff position small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kover, 426 East 71st Street, New York, New York. Regent 4-7496.

Engineer—RCA graduate. 3 months experience directional array. Desires transmitter and studio work. Milton Simkins, 937 Faile Street, Bronx 59, New York.

Technical

Combination, six years experience, first phone versatile announcer. Three years program director. Must return to native Southern California by January first. Married, family, 30 years of age. Box 889R, BROADCASTING • TELECASTING.

Personable studio supervisor, 34. Five broadcast years include good transmitter experience but prefer studio activity. Box 17S, BROADCASTING • TELECASTING.

Chief engineer available for employer who needs performance. Ten years experience. Box 65S, BROADCASTING • TELECASTING.

Broadcast engineer, first class phone. 4 years TV servicing. Some broadcast experience. Graduate Commercial Radio Institute, Baltimore, Maryland. Relocate Southern California. Kermit Cohen, 5316 Nelson Avenue, Baltimore 15, Maryland.

Transmitter operator available. Texas enemies proved nothing. Smear campaign. My side of story available. Lewis Sherlock, Box 891, Denver 1, Colorado.

Combo-first phone. Veteran, some experience. Good voice. South. Notice. Box 179, Athens, Ohio.

Production-Programming, Others

Copywriter - announcer. Experienced, young, married, draft exempt. East Coast preferred. Tape and sample copy available. Box 607R, BROADCASTING • TELECASTING.

Mature, experienced, all-round staff man, currently employed NBC affiliate. Married, draft exempt, responsible. Now presenting 12 sponsored newscasts per-week, plus disc show, audience participation, interviews. References available. Reply Box 970R, BROADCASTING • TELECASTING.

Sports director. Large station de-emphasizing sports programming. 8 years radio experience. AA baseball, college football, basketball. Travel anywhere. Highest recommendations. Box 981R, BROADCASTING • TELECASTING.

PD—Three years experience; all production phases, overall station operation. Box 34S, BROADCASTING • TELECASTING.

Commercial conscious PD; experience all phases programming, production, station operation; dependable; civic-minded; Eastern U. S. Box 39S, BROADCASTING • TELECASTING.

News director, currently situated with strong network affiliate. Writer, newscaster, assistant production director. Single, young, college background. Dramatic, public affairs experience. TV news training. Seek minimum 5 kw or TV. Box 46S, BROADCASTING • TELECASTING.

Television

Managerial

Family man, 32, with four years radio and two years commercial TV experience as director and production head, desires supervisory position with progressive TV station. Box 11S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Assistant manager and publicity director available new TV station; 1½ years TV as assistant manager; 15 years radio, 8 as manager. Thoroughly experienced problems establishing new TV station. Highest references. Write Box 28S. BROADCASTING • TELECASTING.

Salesmen

Young man experienced in TV program and sales service desires chance in TV sales. Own car and will locate anywhere. Have recommendation from present employer. Wish to grow with young and progressive operation. Qualifications and photo will be airmailed. Box 33S, BROADCASTING • TELECASTING.

Technical

SRT graduate seeking position in Television studio. Prefers East Coast. Knowledge Television servicing and some film. Veteran. Photo on request. Box 20S, BROADCASTING • TELECASTING.

First phone. Broadcasting experience. Thorough TV background. Ambitious. Car. Desire station planning TV operation if possible. East preferred. Ernie Lipshutz, 1333 51st Street, Brooklyn, New York.

Production-Programming, Others

New TV license! Attention! If you're new to TV, you're naturally interested in heading your staff with an experienced man. He'll save you time and money because he's met TV's unique problems before—and solved them. He's now program director for a metropolitan station owned by one of the nation's largest independent TV operations. With background of over six years successful executive experience, he's able and ready to move into management. 30 years old and family man, his price is reasonable and negotiable. More information available through Box 10S, BROADCASTING • TELECASTING.

Newsman, two years experience editing TV news, plus experience writing and broadcasting radio news. Master's degree in journalism. Presently employed, but seeking situation with better opportunities. Would require three weeks' notice. Reply to Box 18S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Producer-director-program manager, 2 years with major TV network. Experienced all phases television production. Interested in heading program operation on new television station. Address replies Box 23S, BROADCASTING • TELECASTING.

Continuity, programming, production; supervisory, staff. Three years experience television, radio. Box 35S, BROADCASTING • TELECASTING.

Television producer-director seeks position with independent or network station. Experienced programming and traffic, can train personnel. At present with network production, available on reasonable notice. Box 36S, BROADCASTING • TELECASTING.

Wish to relocate away from New York. Can offer top background of production, directing, writing, field production, top show credits. Experienced in photography and film production, commercial production. Resume upon request. Box 48S, BROADCASTING • TELECASTING.

For Sale

Stations

Well-established daytime Midwest AM independent in single and non-TV market showing excellent profit to resident owner who must retire due to ill health. Cash, principals only. Box 64S, BROADCASTING • TELECASTING.

Western and Midwestern stations. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Television channel 2 or 3 RCA TF3A 3 bay bat wing antennae. Available for immediate shipment. Box 66S, BROADCASTING • TELECASTING.

For sale: Used RCA six bay TV antenna, type TF6A/B for channel 11; 1⅝" phasing section and diplexer. WKRC-TV, Cincinnati, Ohio.

RCA type 308-B field intensity meter. With loop for broadcast band and 93-A power supply. Excellent condition. All offers considered. WKYB, Paducah, Kentucky.

(Continued on next page)

Due to Reorganization We Must
Lose the Services of a Competent,
Superbly-qualified Administrator . . .

EXECUTIVE PRODUCER-DIRECTOR

. . . who is a vice-president and
member of our management team.

We are anxious to find the right spot for this man. He is a skilled recording director, has dealt with top talent of all kinds both here and abroad. He is a fine musician, producer, director—and an excellent administrator—he heads his own department. Extensive experience in radio and TV. Excellent budget-sense, has dealt with unions, is an asset to any organization in the entertainment or allied fields. We will be proud to put you in touch with him.

Write Box 69S, BROADCASTING • TELECASTING

For Sale—(Cont'd.)

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Antennas: Cheap. Four-section RCA aluminum pylon; four-section RCA heavy-duty steel pylon. Both for 96-108 megacycles. WKRC-TV, Cincinnati, Ohio.

Wanted to Buy

Stations

Highly qualified engineering manager with AM and TV background wishes purchase station or partnership in successful operation. Prefer station with TV possibilities. Box 16S, BROADCASTING • TELECASTING.

Wanted—To buy from absentee or non-operating ownership willing to surrender control for profits and capital gains, 51% or more of management-troubled or poor-profit station, by mature, highly successful manager with top qualifications, reputation and experience. 20-year radio professional. Property must be realistically priced with genuine potential in city 25 to 150,000 population. Substantial cash available. Principals only in strictest confidence. No brokers. Box 22S, BROADCASTING • TELECASTING.

Wanted to buy major or entire interest station Southwest from owner. Complete details first letter, confidential. Box 38S, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—1 kw transmitter, frequency monitor, turntables and limiter amplifier—also tower. Box 31S, BROADCASTING • TELECASTING.

Wanted: A FM Collins 4-bay strapon antenna or any other FM side mount antenna. WHOS, Decatur, Alabama. Telephone 991.

Wanted: Modulation reactor for 5 kw transmitter using 892-R final amplifier, WMBD, Peoria, Illinois.

Equipment wanted — Complete or any part for 1 kw station. E. M. McElroy, 421 South 21st Street, Birmingham, Alabama.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Managerial

Commercial Manager's Position

in Oregon's Willamette Valley with kilowatt station. Good guarantee and percentage of gross. We want a young but experienced man who can sell a well-produced idea to intelligent clients. Station has excellent acceptance, is independent, serves an area of over 150,000. Excellent city for family and good future. Reply in detail to Box 30S, BROADCASTING • TELECASTING. West Coast men given preference.

Help Wanted (Cont'd)

Announcers

LOOK!

Available first time in 3½ years. The number one DJ spot in metropolitan market for showman who can sell. Call me collect—maybe you're it. Jack Black, WNOR, Norfolk, Virginia.

Technical

WANTED

COMBO MAN

Who's looking for the chance to do "more and more air work." We'll let you—and pay you well—if you're our man. Call me collect—let's talk it over! Jack Black, WNOR, Norfolk, Virginia.

Situations Wanted

Salesmen

TV SALES

CONTACTS

NATIONAL & LOCAL

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Married.

Presently employed. Willing to leave New York area. Box 51S, BROADCASTING • TELECASTING.

Television

Production-Programming, Others

FILM

Programming, Production, Procurement

Personally experienced in all phases TV film operations. Presently employed New York key network station. Write Box 56S, BROADCASTING • TELECASTING.

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?

J. M. HAMILTON & CO.

PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2432 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

EASTERN

Fulltime Independent

$150,000.00

One or the outstanding single station market independents in the East—this property has a remarkable record of high earnings over a period of several years. Two owner-operators can each take $25,000.00 yearly out of this highly successful property. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FM CPs EXTENDED

But FCC Cautions Stations

CONSTRUCTION permits of 19 FM stations were extended by FCC last week for another year but the Commission cautioned that the outlets will be expected to meet engineering standards and obtain proper licenses or else modify their CPs accordingly.

The Commission extended for one year the CPs of the following:

KRON-FM San Francisco; WHAT-FM Philadelphia; WFMT (FM) Chicago; WJKO-FM Springfield, Mass.; WRCM (FM) New Orleans; KSBR (FM) San Bruno, Calif.; WWOL-FM Buffalo, N. Y.; KWPC-FM Muscatine, Iowa; KUGN-FM Eugene, Ore.; KWBW-FM Hutchinson, Kan.; WNJR-FM Newark, N. J.; WHP-FM Harrisburg, Pa.; WROW-FM Albany, N. Y.; WJHL-FM Johnson City, Tenn.; WKAT-FM Miami Beach, Fla.; WELD (FM) Columbus, Ohio; KCBS-FM San Francisco; WWSW-FM Pittsburgh, and WISN-FM Milwaukee.

In its public notice, FCC stated:

> From one to six years have elapsed since these stations received their construction permits and none has yet completed construction in accordance with the terms of its grant. In one case, as many as 13 extensions of time for completion have been granted. This is pointed out by the Commission in letters to the permittees which state that, though the Commission recognizes the desirability of their continued operation, it expects that during the current extension "careful consideration will be given to the possibility of either completing construction . . . or in lieu thereof modifying the permit consistent with the Commission's rules and engineering standards which will permit the issuance of a license.

For Sale

Equipment, etc.

•WILL SELL•

RCA TT5A TRANSMITTER, CHANNEL 7-13

Console monitors, spares and RCA 6-bay antenna, tower also available.

Make offer for lot or part.

BOX 754R
BROADCASTING •
TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FCDA'S PROGRESS

Aided by Radio-TV

CIVIL defense "is now a cohesive and moving part of the national security program" but "much remains to be done before our home-front preparedness is in proper balance with the military program."

With these words, Millard F. Caldwell Jr., resigned as Federal Civil Defense Administrator Nov. 7, effective last Saturday. James Wadsworth, deputy administrator, was named acting administrator. A number of activities involving radio-TV were launched under Gov. Caldwell.

He has been at the helm of FCDA since it was set up in December 1950. Since then, his stewardship has been characterized with criticism over Congressional fund cuts and an uphill battle over public apathy, thanks to the efforts of radio, television and newspapers. Gov. Caldwell has been lavish in his praise of public service efforts of all media, the use of which members of Congress urged consistently as a means of public education.

Under his leadership, FCDA carried its story to radio-TV networks and stations throughout the country with various live programs, films, kinescopes and recordings. Groundwork also was laid for the preparation of a program format to be used in connection with FCC's Conelrad broadcast alert plan. The agency has participated in a number of conferences with broadcasters.

Faced with the task of training volunteers for specialized services on a broad scale, FCDA also became the first government agency to embark successfully on closed circuit theatre television programs.

It was not expected that President Truman would appoint a new administrator pending the new administration next January.

Clinton Twiss

FUNERAL services were held Nov. 10 in North Hollywood for Clinton (Buddy) Twiss, 48, writer-star of Columbia Pacific Radio Network *Long, Long Trailer*. He died Nov. 7 of a heart attack. Formerly an NBC announcer, for many years he was associated with Carlton Morse and *One Man's Family*. Surviving are wife, Merle, and two sisters.

PROTECT YOUR TV INVESTMENT WITH GOOD MANAGEMENT

A competent, mature, well-known network station manager is considering a move because of questionable TV future. Fully experienced — 13 years manager. All replies confidential. Box 53S, BROADCASTING • TELECASTING.

FCC Actions

(Continued from page 95)

isting AM, for extension of completion date.

License Renewals

Following stations request renewal of license:

KCLS Flagstaff, Ariz.; WENR Chicago, Ill.; KRNT Clarinda, Iowa; KRMD Shreveport, La.; KREI Farmington, Mo.; KSGM St. Genevieve, Mo.; KSWM Joplin, Mo.; KWOC Poplar Bluff, Mo.; KICK Springfield, Mo.; KWPM West Plains, Mo.; KFGT Fremont, Neb.; WUSJ Lockport, N. Y.; KWKC Abilene, Tex.; KAPA Raymond, Wash.

Move Transmitter

KRED (FM) Eureka, Calif. — CP to move trans. to 8 mi. E of Eureka; change ERP from 4.6 kw to 5.6 kw.

Extension of Completion Date

WNAC-FM Boston—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1240 kc

KTIL Tillamook, Ore.—CP to change frequency from 1590 to 1240 kc.

November 13 Decisions . . .

BY COMMISSION EN BANC

AM—1340 kc

KAGH Crossett, Ark.—Granted CP to change from 1240 kc, 100 w to 1340 kc, 250 w-unl.; engineering condition.

Change to DA-DN

KMYC Marysville, Calif. — Granted mod. CP to change from DA-N to DA-DN; engineering conditions.

Change Studio Location

KRMS Eldon, Mo.—Granted mod. CP to change trans. and studio location to Osage Beach 16.4 mi. from Eldon; engineering conditions.

Application Granted

WSID Essex, Md.—Granted application to establish additional main studio at Baltimore.

Advised of Hearing

Tucson Radio Inc., Tucson, Ariz.—Is being advised that application for new AM on 1230 kc, 250 w. unl. indicates necessity of hearing because of interference to and from KSUN Bisbee, Ariz.

WFVG Fuquay Springs, N. C.; Rollins Bcstg. Inc., Roanoke, Va.—Are being advised that applications to operate on 570 kc, 500 w-D, involve mutual interference and indicate necessity of hearing.

KPLT Paris, Tex.; Memorial Bcstg. Co., Commerce, Tex.—Are being advised that applications to operate on 1450 kc, 250 w-unl., involve mutual interference and indicate necessity of hearing.

Designated for Hearing

James Gerity Jr., Pontiac, Mich.—Designated for hearing application for new station on 1460 kc, 500 w-unl., in consolidated proceeding with applications of John C. Pomeroy, hearing scheduled to commence in Washington on Nov. 17; made WCLC Flint, Mich., a party to proceeding with respect to Gerity application only.

Montenier Ads

STIPULATION has been signed by Jules Montenier, Chicago (Stopette spray deodorant), agreeing to discontinue certain representations for its product, the Federal Trade Commission announced Friday. Firm will stop using statements, contained in broadcast and other copy, "claiming directly or by implication that the product stops underarm odor or keeps the underarm free of moisture; [it] does not irritate the skin; and that the product is safe."

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH NOVEMBER 13

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	152	848	177
FM Stations	622	579	76	20	5
TV Stations	112	98	118	915*	242

* Filed since April 14, of which 108 have been granted.

AM CALL LETTER ASSIGNMENTS

KBBA Benton, Ark. (Benton Bcstg. Service, 690 kc, 250 w daytime, antenna 280 ft.; FCC ROUNDUP, B•T, Nov. 3); **KIBS Bishop, Calif.** (Inyo Bcstg. Co., 1230 kc, 250 w fulltime, antenna 200 ft.; FCC ROUNDUP, B•T, Oct. 20); **KREH Oakdale, La.** (Louisiana Bcstg. Service, 900 kc, 250 w daytime, antenna 240 ft.; FCC ROUNDUP, B•T, Nov. 3); **WHYL Carlisle, Pa.** (Richard Field Lewis Jr., change from WLXW, TRANSFER GRANTS, B•T, Nov. 10), and **WPME Punxsutawney, Pa.** (Punxsutawney Bcstg. Co., 1540 kc, 1 kw daytime, antenna 315 ft.; FCC ROUNDUP, B•T, Nov. 3).

Note: For TV CALL LETTER ASSIGNMENTS, see page 101.

For TELEVISION GRANTS AND APPLICATIONS, see page 68.

Docket Action . . .

INITIAL DECISION

Hearing Examiner Leo Resnick issued initial decision proposing to grant merger of ABC and United Paramount Theatres Inc. and transfer of WBKB (TV) Chicago from Balaban & Katz Corp. to CBS. Initial decision Nov. 13. See story page 23.

Non-Docket Actions . . .

AM GRANTS

Birmingham, Ala.—Chapman Radio & Television Co. Granted 1260 kc, 1 kw daytime; antenna 190 ft. Engineering condition. Estimated construction cost $15,608, first year operating cost $48,000, revenue $58,000. Principals include **William A. Chapman** (50%) and **George K. Chapman** (50%), owners of Chapman Radio & Television Co. (radio and television set sales and service), Birmingham. Post office address: 725 South 22nd St., Birmingham, Ala. Filed Jan. 23, 1951, amended Feb. 6, July 7 and Sept. 30, 1952; granted Nov. 13, 1952.

Mountain Home, Ark. — Mountain Home Bcstg. Corp. Granted 1490 kc, 250 w fulltime; antenna 150 ft. Engineering condition. Estimated construction cost $13,363, first year operating cost $25,000, revenue $32,500. Filed March 7, amended Oct. 3, 1952; granted Nov. 13, 1952.

Chattahoochee, Fla. — Tiger River Corp. Granted 1380 kc, 500 w daytime. Engineering condition. Estimated construction cost $17,244 (represents cost of equipment already bought and on hand), first year operating cost $24,000, revenue $36,000. Principals include President H. L. Lowder (3.5%), commercial manager of WWGP Sanford, N. C.; Secretary-Treasurer **E. O. Kopriver** (3.5%), chief engineer for WWGP; Director **Ralph Oliver** (47.75%), owner of Gulf Service Station (garage, sale of automobile parts and accessories, and petroleum products); **J. H. Lowder** (42.75%), physical director, Young Men's Christian Association, Albemarle, S. C., and **H. E. Bergman** (2.5%), Chattahoochee (Fla.) attorney. Post office address: % Harold E. Bergman, Chamber of Commerce, Chattahoochee, Fla. Filed July 19, 1951, amended Sept. 30, 1952; granted Nov. 13, 1952.

Lewistown, Idaho—Cole E. Wylie. Granted 740 kc, 250 w daytime; antenna 270 ft. Engineering condition. Estimated construction cost $27,167, first year operating cost $45,000, revenue $55,000. Sole owner of permittee is **Cole E. Wylie,** licensee of KREW Sunnyside, Wash., and former owner of KREM Spokane, Wash. Post office address: KREW Sunnyside, Wash. Filed March 21, 1952; granted Nov. 13, 1952.

Louisville, Miss. — Louisville Bcstg. Corp. Granted 1270 kc, 1 kw daytime; antenna 200 ft. Engineering conditions. Estimated construction cost $16,450, first year operating cost $18,000, revenue $30,000. Four equal (25%) stockholders in permittee corporation are: President **Frank Edward Holladay,** commercial manager and program director for WMOX-AM-FM Meridian, Miss.; Vice President **Joseph William Carson,** manager of WMOX-AM-FM; Treasurer **John Shelton Primm,** distributor in Meridian, Miss., for Gulf Refining Co. products, and 1952 president of Meridian Chamber of Commerce, and Secretary **William Rollins Parkes,** former manager of WROB West Point, Miss., and former program director of WNAG Grenada, Miss. Post office address: P. O. Box 111, Louisville, Miss. Filed March 24, amended June 19 and Oct. 3, 1952; granted Nov. 13, 1952.

FM GRANT

Freeport, Ill. — Stephenson Corp. Granted 102.5 mc (Ch. 273), ERP 9 kw; antenna height above average terrain 230 ft. Engineering condition. Estimated construction cost $10,000, first year operating cost $18,000, revenue $24,000. Principals include **John D. Holmes** (92.5%), employe of WFJS (FM) Freeport, Ill., and **Ralph Bergstrom** (7.5%), partner in Bergstrom Automotive Parts Co., Rockford, Ill. (Stephenson Corp. has bought equipment of deleted WFJS [FM] and will operate on that former station's frequency.) Filed Oct. 10, 1952; granted Nov 12.

TRANSFER GRANTS

Assignment of License

KLTF Little Falls, Minn. — Capital City Bcstg. Co. Granted assignment of license to **John H. Lemme** (75%) and **Oscal Lemme** (25%), d/b as **Little Falls Bcstg. Co.,** for $30,000. John H. Lemme was law student at U. of Minnesota until last June, and Oscal Lemme is public accountant. Filed Oct. 3; granted Nov. 12.

KJCF Festus, Mo.—Jefferson County Radio & Television Co. Granted assignment of license from Amos A. Govero, Donald M. Donze and Clifton M. Poindexter to **Donald M. Donze,** individually, d/b as **Jefferson County Radio & Television Co.,** for $3,000. Mr. Glovero, who has already received $1,000 as a loan, will keep that amount and receive an additional $1,000; Mr. Poindexter will receive $2,000 for his interest. Estimated yearly operating cost $30,000, estimated yearly revenue $33,000. Filed Sept. 18; granted Nov. 12.

Transfer of Control

WDAK Columbus, Ga.—Radio Columbus Inc. Granted reacquisition of positive control (65%) by **Allen M. Woodall** and **Margaret A. Pill;** 33⅓% of stock being transferred to Mr. Woodall, Mrs. Pill and Howard A. Pill for $75,000. Transfer necessitated by death of 33⅓% stockholder Ernest D. Block. Filed Oct. 3; granted Nov. 12.

WVOW-AM-FM Logan, W. Va.—Logan Bcstg. Co. Granted acquisition of control by **J. E. Craft, H. H. Farley** and **Clarence W. Meadows,** trustees, through and for a voting trust agreement. Mr. Craft is president, general manager and 52.9% owner of Consolidated Bus Lines, Bluefield, W. Va.; Mr. Farley is operator and 75% owner of Mercy Hospital, Bluefield, and Mr. Meadows is Charleston (W. Va.) attorney. No monetary consideration. Filed Oct. 15; granted Nov. 12.

WTVH Peoria, Ill.—Hilltop Bcstg. Co. Granted acquisition of control by **Hugh R. Norman** through purchase of 50% interest from Walter F. Kean for $16,000. Mr. Norman already owns 50% of WTVH. Also transferred is Mr. Kean's interest in company's application for new TV station (uhf Ch. 19) for Peoria. (WTVH formerly had call letters WWXL.) Filed Nov. 5; granted Nov. 12.

KGHL Billings, Mont.—Northwestern Auto Supply Co. Granted transfer of control from Charles O. Campbell to **The Walter E. Schott Co.** for $1,247,186 for 91.4% interest. Price includes retail store handling automotive parts, accessories, and appliances. **Walter E. Schott** (49.5%) is midwest industrialist; **Margaret C. Schott** (24%) is his wife. Filed Oct. 15; granted Nov. 12.

WJEH Gallipolis, Ohio—Ohio Valley on the Air Inc. Granted assignment of control from E. W. Wippel to **John E. Halliday** and **Marjorie B. Halliday** for $8,667. Mr. Halliday is Gallipolis (Ohio) attorney, 33⅓% owner of WBEX Chillicothe, Ohio, and before control assignment owned 30% of WJEH. Filed Sept. 10; granted Nov. 12.

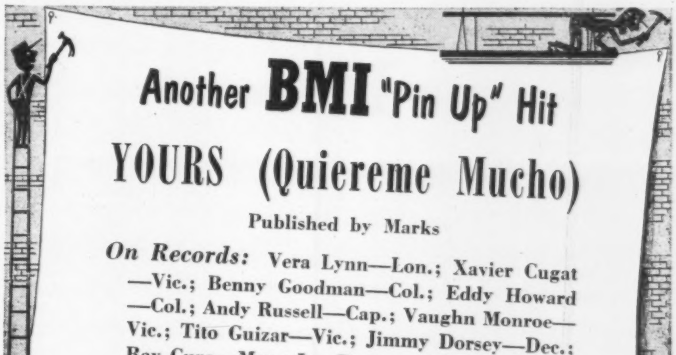
KFTV Paris, Tex.—Lamar Bcstg. Co. Granted acquisition of control by **David W. Brawner** from Cecil Hardy for $22,000 for 100% interest. Mr. Brawner is owner of Brawner Merchandise Co. (dry goods and appliances), Hugo, Okla. Filed Oct. 22; granted Nov. 12.

New Applications . . .

AM APPLICATIONS

Ottumwa, Iowa—Lee E. Baker, 1480 kc, 500 w daytime; antenna 190 ft. Estimated construction cost $12,750, first year operating cost $53,000, revenue $65,000. Sole owner of applicant is **Lee E. Baker,** vice president and stockholder of KDKD Clinton, Mo.,

(Continued on page 100)



Another BMI "Pin Up" Hit

YOURS (Quiereme Mucho)

Published by Marks

On Records: Vera Lynn—Lon.; Xavier Cugat—Vic.; Benny Goodman—Col.; Eddy Howard—Col.; Andy Russell—Cap.; Vaughn Monroe—Vic.; Tito Guizar—Vic.; Jimmy Dorsey—Dec.; Ray Cura—Mer.; Les Baxter—Cap.

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FCC Roundup

(Continued from page 99)

and consulting radio engineer. Post office address: 1330 South Fremont Ave., Springfield, Mo. Filed Nov. 12.

Westminster, Md. — Carroll County Bcstg. Corp., 1470 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $22,050, first year operating cost $30,000, revenue $35,000. Principals include President **E. Miller Richardson** (3.54%), owner of E. Miller Richardson store (seeds and farm equipment); Vice President **Russell H. Morgan** (17.7%), chief engineer for WBMD Baltimore, Md.; Secretary **Ralph G. Hoffman** (3.54%), Westminster (Md.) attorney; Treasurer **Howard E. Koontz Jr.** (3.54%), farmer, near Westminster; **Leo Karns** (4.42%), engineer for WBMD, and 19 other stockholders, each with 3.54% interest in applicant. Post office address: 15 Court St., Westminster, Md. Filed Nov. 7.

Wheaton, Md. — Commercial Radio Equipment Co. (WASH [FM] Washington, D. C.), 540 kc, 250 w daytime; antenna 329 ft. Estimated construction cost $5,230, first year operating cost $48,000, revenue $60,000. (Construction cost does not include studio technical equipment, antenna tower, land or buildings, constructed at cost of $66,060 for WASH [FM] Washington and valued at $100,000.) Sole owner of applicant is **Everett L. Dillard,** licensee of WASH (FM) Washington, owner of the Continental FM Network and owner of Commercial Radio Equipment Co. (consulting engineering firm), Washington. Post office address: 810 International Bldg., 1319 F St., N.W., Washington 4, D. C. [See story, this page.] Filed Nov. 13.

Columbus, Miss.—J. W. Furr, 1580 kc, 10 kw daytime; antenna 250 ft. Estimated construction cost $42,757, first year operating cost $25,000, revenue $48,000. Sole owner of applicant is **J. W. Furr,** owner and manager of Western Auto Associate Store (tires, batteries, radios, bicycles, electrical appliances, sporting goods, oils, paints, parts and accessories), Columbus, Miss. Post office address: 123 North 5th St., Columbus, Miss. Filed Nov. 8.

Kane, Pa. — Northern Allegheny Bcstg. Co., 960 kc, 500 w daytime; antenna 240 ft. Estimated construction cost $22,770, first year operating cost $36,000, revenue $42,000. Principals include President **A. David Potter Jr.** (15.9%), president and general manager of WNAE and WRRN (FM) Warren, Pa.; Vice President **Homer M. Haines** (15.9%), chief engineer for WNAE-WRRN (FM); Secretary-Treasurer **James W. Potter** (15.9%), sales manager for WNAE-WRRN (FM); Director **Andrew D. Potter** (22.8%), retired physician and also director for WNAE-WRRN (FM); Director **W. LeRoy Schneck** (15.9%), program director for WNAE-WRRN (FM), and six others with interests ranging from 1.1% to 4.6% each. Applicant is licensee of WNAE and WRRN (FM) Warren, Pa. Post office address: 310 Second Ave., Warren, Pa. Filed Nov. 12.

Lake City, S. C.—Lake Bcstg. Corp. 1260 kc, 1 kw daytime; antenna 205 ft. Estimated construction cost $22,589, first year operating cost $26,500, revenue $32,500. President **James Olin Tice Jr.** (40%), announcer for CBS; Vice President **Edwin P. Latimer** (10%), president of the American Discount Co. (general finance firm); Secretary-Treasurer **Edmund Cason Bunker Jr.** (13.33%), account executive for CBS; **Mrs. John Mack Truluck** (26.66%), farm manager, and **Joseph C. Edmundson** (10%), owner and general manager of Edmundson Supply Co. Post office address: 211 South Alexander St., Florence, S. C. Filed Nov. 10.

Seattle, Wash. — W. Gordon Allen, 630 kc, 1 kw daytime; antenna 280 ft. Estimated construction cost $15,900, first year operating cost $72,000, revenue $108,000. Sole owner of applicant is **W. Gordon Allen,** 60.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., 50% owner of KSGA Redmond, Ore., and sole owner of Oregon's Beaver Network (radio sales and promotion), Salem. Post office address: 260 Hansen Ave., Salem, Ore. Filed Nov. 10.

Evanston, Wyo.—Advertising Enterprises Ltd., 1240 kc, 250 w fulltime; antenna 200 ft. Estimated construction cost $11,001, first year operating cost $36,000, revenue $41,000. Equal (50%) partners include **Melvin E. Whitmore,** who has had no financial interest in any business for the last five years, and **Edwin L. Bullis,** owner of Bullis Furniture Co., Powell, Wyo. Post office address: % General Delivery, Evanston, Wyo. Filed Nov. 12.

TRANSFER REQUEST

KCLX Colfax, Wash.—Interstate Radio Inc. Assignment of license to **Eugene Pournelle** (50%), former vice president, commercial manager and 49% owner of WWOS Springfield, Ohio, and after FCC approval of this transfer request to be general manager of KCLX, and to **Bradley Kincaid** (50%), president of WWSO. Consideration to be $17,500. Filed Nov. 12.

SEPTEMBER-OCTOBER BOXSCORE

STATUS of broadcast station authorization at the FCC:

	—As of September 30—			—As of October 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,483	642	162	2,506	641	191
Total on the air	2,364	624	111	2,368	624	114
Licensed (all on air)	2,344	577	97	2,354	581	98
Construction permits	139	65	65	152	60	93
Total applications pending	1,046	192	965	903	193	963
Total application in hearing	177	5	62	167	5	57
Requests for new stations	276	10	855	255	8	840
Requests to change existing facilities	205	23	65	199	36	67
Deletion of licensed stations	1	3	0	3	2	0
Deletion of construction permits	0	1	0	1	3	0

WASH (FM) BID

First to Ask 540 kc, Class II

FIRST application for 540 kc, Class II station just opened by FCC [B•T, Oct. 27], was filed last week by WASH (FM) Washington. Everett Dillard, president and sole owner of WASH and Commercial Radio Equipment Co., applied for a 250 w daytime station in Wheaton, Md., Washington suburb.

KMBC Kansas City long had been an applicant for the facility, having applied in 1944, but the application was dismissed by FCC in 1946. Adoption of the 540 kc proposal last June was hailed as a victory for Arthur B. Church, owner of KMBC and Midland Broadcasting Co., operating KFRM Concordia, Mo., on 550 kc with 5 kw directional, daytime only.

Mr. Dillard's application specified that Wheaton, Md., about 15 miles from downtown Washington, has a population of 50,000. The unincorporated town is site of the WASH transmitter. It is one of the fastest growing areas in the country. The application specifies there would be no interference with WGMS Washington, operating on 570 kc, because the 25 mv contours will not touch or intersect.

STEEL SUPPLY

Set Firms May Fare Better

RADIO-TV set manufacturers will be in line for additional steel allotments in the first quarter of 1953 under an allocation quota announced by the Defense Production Administration the past fortnight.

DPA allotted the Electronics Div. of National Production Authority some 8,000 tons of extra steel for the quartr, of which a good but undetermined percentage will be siphoned off to electronics firms for civilian products.

Regular steel quotas for set makers in the current and 1953 first quarters were based on previously reduced estimates by manufacturers prior to the steel strike.

NBC Clients

(Continued from page 67)

simplified to three elements — a close-up with voice description, a testimonial from a housewife, and a final close-up—produced a 32% response.

Importance of using the right presentation was demonstrated with two commercials for a cake mix, one showing its use by a chef, the second by a little girl. The second commercial drew 73 responses per 100 viewers to 16 for the first.

The study also revealed commercials often can be made more effective by condensing their length. A food commercial drew a 54% response in its original form, but stepped that up to 61% when 40 seconds were cut from its running time.

The study concluded: "It becomes increasingly clear that the findings put a premium on clear thinking and bold imagination. These principles are not tricks which automatically turn out good commercials; they merely establish boundaries marking off the wide areas in which creative initiative has full play. But we do feel the advertiser who keeps these principles in mind can substantially raise the performance level of his TV commercials."

The "How to" presentation is being shown to advertisers and agencies in slide film form and also has been published as a 48-page illustrated book. Both the presentation of this report and the plan for pre-testing commercials of NBC-TV clients were developed under supervision of Ruddick C. Lawrence, NBC director of promotion, planning and development.

$10,000 Sales by CTS

CONSOLIDATED Television Sales, Eastern Sales Div., has announced sale of *Hollywood Half Hour* to WTVR (TV) Richmond and WTAR-TV Norfolk; *Crusader Rabbit*, to WCAU-TV Philadelphia, and *Public Prosecutor* to WFBM-TV Indianapolis and WJAR-TV Providence. Sales totaled more than $10,000, according to General Manager Peter M. Robeck.

RCA, Camden, N. J., will honor 158 men and women who have achieved 25 years of service at ceremonies to be held in various RCA plants this month. Gold watches will be presented.

FREEDOM FIGHT

NCFC Issues Plea

AMERICAN Civil Liberties Union's 16 local branches and 47 state correspondents were urged by ACLU's anti-censorship affiliate last week to undertake local campaigns of their own to counteract private pressure groups' efforts to restrict free expression in radio, TV and motion pictures.

In a memorandum distributed to the ACLU groups on Wednesday the National Council on Freedom from Censorship noted that efforts are being made, "some successful," to force withdrawal, or non-scheduling, of certain motion pictures and radio-TV programs. "Whatever the means used or the ends obtained," the memorandum asserted, "the public right to see, read and hear can only be aided by the development of counter-pressures."

With respect to radio and television, the memorandum said:

"Local programming, from time to time, has been affected by pressure group action. No advance information can therefore be obtained, but if it occurs, we suggest:

"(A) Advise local station manager of obligation to provide balanced programming;

"(B) Urge responsible station officials to exercise independent judgment on programming as their obligation under the Federal Communications Act;

"(C) If necessary, organize citizens groups to protest [to the station] against [withholding or withdrawing a program because of pressure-group action]."

The statement emphasized that ACLU supports the right of every group to protest and to persuade others to adopt its views but is opposed to methods or results which would effectively deny the public its rights generally to see, read and hear—subject to appropriate criminal law. Broadcasters and motion picture exhibitors should be assured of ACLU support in resisting such pressures, "save in instances of clearly justified criminal prosecutions," according to the memorandum.

ACLU local branches are in San Francisco, Los Angeles, Seattle, Denver, Des Moines, Minneapolis, St. Louis, Chicago, Cleveland, Cincinnati, Baltimore, Philadelphia, New York, New Haven, Boston, and Buffalo. ACLU has a correspondent in every state except Florida.

NATIONAL NIELSEN-RATINGS* EXTRA-WEEK

September 28-October 4, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Rating Homes %
1	Jack Benny (CBS)	8.7
2	Lux Radio Theatre (CBS)	8.7
3	Amos 'n' Andy (CBS)	8.2
4	People Are Funny (CBS)	7.9
5	Big Story (NBC)	7.9
6	You Bet Your Life (NBC)	7.2
7	F.B.I. in Peace and War (CBS)	7.2
8	Gene Autry (CBS)	7.1
9	Mr. and Mrs. North (CBS)	6.8
10	Railroad Hour (NBC)	6.8

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

TV Grants and Applications

(Continued from page 68)

(50%), also general manager and 50% owner of KANE New Iberia, La. **Lafayette Advertiser Gazette Inc.,** Lafayette, La., owns 50% of applicant. City priority status: Gr. A-2, No. 143.

DETROIT, Mich. — Knight Newspapers Inc., uhf Ch. 62 (758-764 mc); ERP 250 kw visual, 164 kw aural; antenna height above average terrain 667 ft., above ground 695 ft. Estimated construction cost $255,545, first year operating cost $448,190, revenue $472,500. Post Office address 321 W. Lafayette Ave., Detroit 31, Mich. Studio and transmitter location 645 Griswold St., Detroit. Geographic coordinates 42° 19′ 49″ N. Lat., 83° 02′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer, A. D. Ring & Co., Washington. Principals include President **John S. Knight,** (50.3%), Vice President **James L. Knight** (30.02%), Vice President **Clara I. Knight** (6%), Vice President, Secretary-Treasurer and General Manager **J. H. Barry** (2.54%), Assistant Secretary - Treasurer **K. L. Milburn** (0.12%) and **Lois H. McDowell** (3.03%). Applicant owns and publishes *Detroit* (Mich.) *Free Press* and *Miami* (Fla.) *Herald* (licensee of WQAM-AM-FM and applicant for new TV station), controls the *Akron* (Ohio) *Beacon-Journal* (45% owner of WAKR-AM-FM and CP for new AM station), and owns 50.426% of *Chicago Daily News* (42% owner of WIND Chicago and applicant for new TV station). City priority status: Gr. B-2, No. 161.

JACKSON, Miss.—Delta Sales Corp., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 581 ft. Estimated construction cost $461,761, first year operating cost $400,000, revenue $400,000. Post Office address Century Bldg., Jackson, Miss. Studio and transmitter location on NE corner of U. S. 80-W and Harrison St., within building now housing The Sanders Co. and Industrial Suppliers Inc. Geographic coordinates 32° 17′ 10″ N. Lat., 90° 12′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Audrey M. Williams Brand** (10/50ths), housewife; Vice President **Herman Ogeltree** (1/50th), office manager for Aponaug Mfg. Co., Jackson, and Secretary-Treasurer **Edwina Bonom** (1/50th), whose business interests were not given. **James William Sanders II** (11/50ths), **Julia Sheila Sanders** (10/50th) and **June Kelly Sanders** (17/50ths), all students, are minor children of **Robert D. Sanders,** who also is their guardian, and as their father and guardian he votes 38/50ths of stock in firm. R. D. Sanders is president and treasurer of Aponaug Mfg. Co., Magnolia Textiles Inc., and J. W. Sanders Cotton Mill Inc. (all textile mfg. firms); he is president and treasurer of Delta Chenille Co. (chenille products mfrs.), The Sanders Co. (wholesale dry goods), Industrial Suppliers Inc. (industrial supplies for home, farm and industry), Jackson Opera House Co. (rental property) and the Robert D. Sanders Foundation (non-profit philanthropic organization principally awarding scholarships). City priority status: Gr. A-2, No. 29.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KETV (TV) Little Rock, Ark. (Great Plains Television Properties Inc., uhf Ch. 23, TV GRANTS, B•T, Nov. 3); **KCSJ-TV Pueblo, Col.** (The Star Bcstg. Co., vhf Ch. 5, TV GRANTS, B•T, Nov. 3); **WATR-TV Waterbury,** Conn. (WATR Inc., uhf Ch. 53, TV GRANTS, B•T, Nov. 3); **WLBC-TV Muncie, Ind.** (Tri-City Radio Corp., uhf Ch. 49, TV GRANTS, B•T, Nov. 3); **KWTV (TV) Sioux City, Iowa** (Great Plains Television Properties Inc., uhf Ch. 36, TV GRANTS, B•T, Nov. 3); **WBKZ-TV Battle Creek, Mich.** (Booth Radio & Television Stations Inc., uhf Ch. 64, TV GRANTS, B•T, Nov. 3); **WFTV (TV) Duluth, Minn.** (Great Plains Television Properties Inc., uhf Ch. 38, TV GRANTS, B•T, Nov. 3); **WFPG-TV Atlantic City, N. J.** (Neptune Bcstg. Corp., uhf Ch. 46, TV GRANTS, B•T, Nov. 3); **WISE-TV Asheville, N. C.** (Radio Station WISE Inc., uhf Ch. 62, TV GRANTS, B•T, Nov. 3); **WCSC-TV Charleston, S. C.** (WCSC Inc., vhf Ch. 5, TV GRANTS, B•T, Nov. 3), and **KONA (TV) Honolulu, T. H.** (Radio Honolulu Ltd., changed from KAMI-TV; vhf Ch. 11, TV CALL LETTERS, B•T, Nov. 10, TV GRANTS, B•T, Nov. 3).

BUFFALO, N. Y. — Buffalo-Niagara Television Corp. uhf Ch. 59 (740-746 mc); ERP 91.2 kw visual, 51.645 kw aural; antenna height above average terrain 425 ft., above ground 436 ft. Estimated construction cost $189,631, first year operating cost $150,000, revenue $160,000. Post Office address 382 Ellicot Square Bldg., Buffalo 3, N. Y. Studio and transmitter location Hotel Lafayette, 391 Washington St. Geographic coordinates 42° 53′ 05.4″ N. Lat., 78° 52′ 24.1″ W. Long. Transmitter Du Mont, antenna GE. Legal counsel Frank J. Delany, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Charles R. Diebold** (33⅓%), president of Western Savings Bank of Buffalo, and vice president of New Dickenson Mines Ltd., Toronto; **Joseph Davis** (33⅓%), president and 75% owner of Joseph Davis Inc. (heating contractors), Buffalo, president and 60% owner of Davis Refrigeration Co., Buffalo, and president and 50% owner of Davis-Ulmer Sprinkler Co. (sprinkler systems and fire protection), Buffalo, and Secretary-Treasurer **Vincent M. Gaughan** (33⅓%), Buffalo (N. Y.) attorney. City priority status: Gr. B-4, No. 181.

ENID, Okla.—Streets Electronics Inc., vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 750 ft., above ground 816 ft. Estimated construction cost $381,970, first year operating cost $180,000, revenue $200,000. Post Office address P. O. Box 807, Enid, Okla. Studio location 206 E. Randolph St., Enid. Transmitter location 9.4 mi. east of Enid, 0.37 mi. south of U. S. 64 Geographic coordinates 36° 23′ 07″ N. Lat., 97° 42′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Philip Bergson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **George Streets** (22.84%), president of Streets Co. (retail appliance sales); Vice President **Bruce E. Wallace** (12.86%), president and 50% owner of Youngblood Hotel Corp., Enid, and Hotel Camden, Camden, Ark.; Treasurer **Walter P. Scheffe** (12.86%), owner of Scheffe's Prescription Shop (retail drugs), Enid; Secretary **Robert M. Greer** (12.86%), secretary-treasurer and 3% owner of George E. Failing Supply Co (mfrs. of portable drilling rigs), Enid; **P. R. Banta** (12.86%), owner of Banta Construction Co. (paving construction), Enid; **George E. Failing** (12.86%), president and 85% owner of George E. Failing Supply Co., and **Ed McGivney** (12.86%), partner in Valley Lumber Co., Tonkawa, Okla. City priority status: Gr. A-2, No. 123.

TULSA, Okla.—UHF Television Co., uhf Ch. 23 (524-530 mc); ERP 249 kw visual, 131 kw aural; antenna height above average terrain 469 ft., above ground 470 ft. Estimated construction cost $408,500, first year operating cost $364,000, revenue $360,000. Post Office address UHF Television Co., 1012 Life of America Bldg., Dallas, Tex. Studio and transmitter location Adams Hotel, corner of Cheyenne Ave. and 4th St. Geographic coordinates 36° 09′ 10″ N. Lat., 95° 59′ 28″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include general partners **R. J. Fryer** (56¼%), 56¼% owner of Standard-Fryer Drilling Co. (oil well drilling), Dallas; **R. C. Hanson** (25%), 25% owner of Standard-Fryer Drilling Co.; **Roland J. Fryer** (12½%), 12½% owner of Standard-Fryer Drilling Co., and **Everette R. Jones Jr.** (6¼%), 6¼% owner of Standard-Fryer Drilling Co. City priority status: Gr. B-4, No. 197.

FIRST act of First Lt. Stoddard P. Johnston (l), vice president of KFMB-AM-TV San Diego, upon arriving home from the Korean war, was to file application for vhf Ch. 2 in Oakland, Calif., as president of Channel Two Inc. [B•T, Nov. 10], organized last spring by 12 businessmen. He is shown above with his mother, Mrs. John A. Kennedy, president of KFMB.

APPLICATIONS MODIFIED

BATTLE CREEK, Mich. — Michigan Bcstg. Co. (WBCK), uhf Ch. 58 (734-740 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 578 ft., above ground 500 ft. Studio location 402 Security National Bank Bldg. Transmitter location 0.75 mi. north of M-96 on 44th St., Augusta, Mich. Geographic coordinates 42° 21′ 25″ N. Lat., 85° 20′ 15″ W. Long. [For application, see TV APPLICATIONS, B•T, Aug. 4, July 7.] City priority status. Gr. B-1, No. 15.

STEUBENVILLE, Ohio — WSTV Inc. (WSTV), vhf Ch. 9 (186-192 mc), ERP 200 kw visual, 100 kw aural; antenna height above average terrain changed to 425 ft. [For application, see TV APPLICATIONS, B•T, July 14.] City priority status: Gr. A-2, No. 31.

ALLENTOWN, Pa. — Penn-Allen Bcstg. Co. (WFMZ [FM]), uhf Ch. 67 (788-794 mc); ERP 101.6 kw visual, 57.5 kw aural; antenna height above average terrain 261 ft., above ground 336 ft. Studio location Masonic Temple Bldg., 1524 Linden St. Transmitter location 0.5 mi. west of Highway 329, 1.35 mi. due north of Allentown city limits. Geographic coordinates 40° 38′ 15″ N. Lat., 75° 29′ 56″ W. Long. Transmitter DuMont, antenna RCA. (Change from uhf Ch. 45.) [For application, see TV APPLICATIONS, B•T, July 14] City priority status: Gr. B-1, No. 6.

ERIE, Pa.—Great Lakes Television Co., uhf Ch. 35 (596-602 mc); ERP 66 kw visual, 33 kw aural; antenna height above average terrain 415 ft., above ground 1,362 ft. Studio and transmitter location near intersection of Grandview Blvd. with Parade Blvd. Geographical coordinates 42° 05′ 55.7″ N. Lat., 80° 03′ 14.5″ W. Long. Transmitter DuMont, antenna GE. [For applications, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-2, No. 145.

GALVESTON, Tex.—Gulf Television Co., vhf Ch. 11 (198-204 mc); ERP 58.5 kw visual, 29.3 kw aural; antenna height above average terrain 547 ft., above ground 580 ft. Change from partnership to corporation; principals in corporation identical to principals of partnership, and percentage of interest held by each stockholder in corporation identical to share of partnership formerly owned by same person as partner. No actual change of ownership or control; no monetary consideration [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 58.

HAMPTON, Va. — Penninsula Bcstg. Corp. (WVEC), uhf Ch. 15 (476-482 mc), change ERP to 200 kw visual, 112 kw aural; antenna height above average terrain changed to 476 ft. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. B-4, No. 189.

WALLA WALLA, Wash.—Walla Walla Union Bulletin Inc., vhf Ch. 5 (76-82 mc), ERP 11.38 kw visual, 5.69 kw aural; antenna height above average terrain changed to 271 ft. [For application, see TV APPLICATIONS, B•T, Sept. 15.] City priority status: Gr. A-2, No. 211.

KLIX IS KLICKIN'

Telestatus

(Continued from page 82)

from $187.50 for one hour to $37.50 for one minute or 20 seconds in Class B; and from $125 for one hour to $25 for one minute or 20 seconds in Class C.

J. C. Kellam is general manager of KTBC and O. L. Taylor Co. national representative. After next March 31, station will be authorized to operate with 102.9 kw ERP.

* * *

'Lucy' Leads Videodex In Sept. 8-14 Report

VIDEODEX report of top 10 network television programs for Sept. 8-14, showing both number and percentage of TV homes reached in the number of cities indicated, is as follows (in order listed):

NUMBER OF TV HOMES REACHED

No. Cities Checked	Programs	Homes (000)
61	I Love Lucy (CBS)	9,993
60	Groucho Marx (NBC)	6,946
52	Godfrey and Friends (CBS)	6,922
52	Your Show of Shows (NBC)	6,278
42	Toast of the Town (CBS)	5,928
46	Buick Circus Hour (NBC)	5,713
38	Jack Benny Show (CBS)	5,712
22	Godfrey's Talent Scouts (CBS)	5,534
39	Gangbusters (NBC)	5,442
32	Red Skelton (NBC)	5,140

PERCENTAGE OF TOTAL TV HOMES

61	I Love Lucy (CBS)	54.3
22	Godfrey's Talent Scouts (CBS)	47.4
52	Godfrey and Friends (CBS)	41.3
60	Groucho Marx (NBC)	38.1
42	Toast of Town (CBS)	37.8
46	Buick Circus Hour (NBC)	37.8
39	Gangbusters (NBC)	37.5
38	Jack Benny Show (CBS)	37.3
52	Your Show of Shows (NBC)	36.4
30	Life With Luigi (CBS)	30.3
31	My Friend Irma (CBS)	30.2

Voter Dividend Plan

JOHN H. PERRY Jr., president of WJHP Jacksonville, WCOA Pensacola, WTMC Ocala and WDLP Panama City, all in Florida, and of the Perry group of 30 newspapers, has published a plan entitled "National Dividend for Every Voter." Under the plan, Mr. Perry advocates (1) that no income tax in excess of 50% of net income shall be levied by Congress on the income of any corporation; (2) that there be no further tax on invested capital; (3) that funds raised by corporate income tax should then be distributed to each voter on an annual basis; (4) that no voter should be entitled to receive this dividend unless he or she shall have voted in a national election.

at deadline

NBC RETIREMENT PLAN IMPROVEMENTS MADE

CHANGES IN NBC retirement plan described as more beneficial to workers were outlined by President Joseph H. McConnell at luncheon Friday at Waldorf-Astoria in New York welcoming 22 network employes into company's 25-Year Club. Changes take effect Dec. 1.

"Under the present plan," Mr. McConnell said, "you buy less retirement income each year as you grow older. With the changes, you will buy a level amount of retirement income at every age—and income to you each year after retirement has been increased to 40% of your total contributions. Not only are benefits increased but your contributions will become less after Dec. 1. Company will make up the difference in cost to the point of paying into the fund almost $2 for every dollar paid by the employe, whereas before the company matched employe's payment dollar for dollar."

Mr. McConnell also presided at cocktail party later in day for 106 new members of NBC Ten & Twenty Year Club. First to receive ten year pin was Joseph Heffernan, financial vice president.

COLLEGE NETWORK

KEYSTONE BROADCASTING SYSTEM, Chicago, is inaugurating sale of its newly-formed College Network Div., which comprises 236 of its 620 affiliates. These 236 stations in college towns, KBS reports, cover 300 colleges and universities of all kinds with an enrollment of 366,890 students. Network being pitched to national sponsors wishing to reach student bodies and is offered also as plus to regular advertisers buying hometown and rural audiences. Merchandising will reach every campus in effort to gain maximum point of sale results, according to Sidney J. Wolf, president.

WIBK PLEA REFUSED

BOLSTERED by thousands of Bible-quoting letters and telegrams to FCC from listeners, WIBK Knoxville, Tenn., sent last-minute plea to Commission for continued operation but was turned down in special meeting late Friday. Ordered off air last night (Sunday) following refusal of Supreme Court few weeks ago to hear station's appeal, WIBK had asked for further extension of operation until FCC could act on bid of its manager, Marvin Thompson, for 1 kw daytime assignment on 800 kc. FCC several years ago refused license to WIBK on grounds of misrepresentations in application by Fundamentalist J. Harold Smith, has continued outlet on temporary operation pending court appeal outcome.

WFAA RULING AFFIRMED

RULING of National Labor Relations Board examiner that technicians of WFAA and WFAA-TV Dallas should be included in one unit was upheld Friday by NLRB. TV technicians had petitioned to form separate IBEW unit but NLRB pointed to interchange of employes of two stations.

CLARK FOR KYA

STATION KYA San Francisco has appointed George W. Clark Inc., Chicago, as its national representative effective Dec. 1.

PARADES SPONSORED

NBC-TV will present annual Thanksgiving Day parades from Philadelphia and Detroit under sponsorship, respectively, of Gimbel Bros.' Philadelphia store and J. L. Hudson Co., Detroit department store. Detroit parade will be carried 10:30-11 a.m. EST and one from Philadelphia 11-12 noon EST.

APPLICATIONS PASSED

FOLLOWING are additional mutually exclusive applications for new TV stations which have been passed in FCC "speed-up" processing plan, see story, page 67. This procedure is pursuant to Commission action Sept. 17, 1952, and effective Oct. 15, suspending processing of such TV applications for time being in order to expedite processing of uncontested TV applications. For previous listings of such applications, see B•T, Nov. 10.

GROUP A

Applicant	City	Channel	File No. (BPCT-)
WKBH Television Inc.	La Crosse, Wis.	8	1120
La Crosse Broadcasting Co.	" "	8	1117
Citizens Broadcasting Co. Inc.	Abilene, Texas	9	900
Reporter Broadcasting Co.	" "	9	1163
WMFD-TV Inc.	Wilmington, N. C.	6	1121
WGNI Television Co.	" "	6	1350
Mansfield Journal	Mansfield, Ohio	36	1178
Fergum Theatres Inc.	" "	36	1179
Gulfport Broadcasting Co. Inc.	Pensacola, Fla.	3	863
WCOA Inc.	" "	3	862
ADDITIONS TO PREVIOUS "A" LIST			
Television Columbus	Columbus, Ga.	28	1297
Community Broadcasting Co. Inc.	Phenix City, Ala. (Columbus, Ga. channel)	28	1331
ADDITIONS TO PREVIOUS "B" LIST			
Lorain Journal Co.	Lorain, Ohio	31	1116
Elyria-Lorain Broadcasting Co.	Elyria, Ohio (Lorain channel)	31	1124
Patroon Broadcasting Co. Inc.	Albany-Schenectady	23	405
Troy Broadcasting Co. Inc.	Troy, N. Y.	23	412

KXLW PURCHASE

PURCHASE of control of 1 kw daytimer (on 1320 kc) KXLW St. Louis by John Kluge, president and majority stockholder of WGAY Silver Spring, Md., and Mark Evans, WTOP Washington radio-TV personality, for $96,000 plus acceptance of $42,000 debt, was announced Friday. Mr. Kluge will own 66% of common stock and 22% of preferred; Mr. Evans 23% common and .09% preferred. Sellers are Lee J. Sloan, T. Virgil Sloan, S. E. Sloan and Leslie P. Ware. Mr. Ware, present station manager, will remain in that position.

NEW AND BETTER?

MYSTERY of uhf TV baffles people. Herbert Mayer, prexy of country's first uhf outlet (KPTV Portland), also owns three-year-old WXEL (TV) Cleveland. Some friends there, having read of Mr. Mayer's exploits in getting KPTV going so soon, chided him. "Why did you bring uhf TV to Portland?" they inquired, "Why didn't you bring it to Cleveland first." Obviously, Mr. Mayer reports, they thought that since it was something new it must be improvement.

PEOPLE...

HERBERT WEST, CHARLES E. DALTON and **LEN CAREY,** group account supervisors in N. Y. office of BBDO, and **JAMES C. C. HOLDING Jr.,** copy chief in Pittsburgh branch, named vice presidents.

STEVE MUDGE, manager of N. Y. office of Ewell & Thurber Assoc., appointed vice president.

F. WINSLOW STETSON Jr., formerly Foote, Cone & Belding, named vice president of Sherman & Marquette, New York.

FRANCIS VELTHUYS, timebuyer, Compton Adv., N. Y., has resigned. She will announce her future plans shortly.

IVAN REINER, former program manager WNBT (TV) New York, to WOR-TV New York as production manager, succeeding Harvey Marlowe, resigned.

NARTB GROUPS TO MEET

TWO NARTB committees—copyright and insurance—meet this week at association's Washington headquarters. Edward Breen, KVFD Fort Dodge, Iowa, is chairman of copyright group, meeting Monday-Tuesday. Roger W. Clipp, WFIL Philadelphia, is chairman of insurance committee which meets Thursday-Friday.

NEW TV APPLICATIONS

THREE new television station applications and two amended applications were filed at FCC Friday. They are:

NEW APPLICATIONS

Los Angeles, Calif.—Lawrence A. Harvey, uhf Ch. 34 (590-596 mc); ERP 45.6 kw visual, 24.6 kw aural; antenna height above average terrain 2,185 ft., above ground 128 ft. Estimated construction cost $301,000, first year operating cost $250,000, revenue $235,000. Sole owner of applicant is **Lawrence A. Harvey,** Los Angeles attorney and executive vice president and 33⅓% stockholder in Harvey Machine Co. (mfrs. of aluminum extrusions, with affiliates and subsidiaries engaged in same general business), vice president and 25% stockholder in Subway Terminal Corp. (real estate holdings consisting of downtown terminal and office buildings). City priority status: Gr. B-2, No. 170.

Festus, Mo.—Ozark Television Corp., uhf Ch. 14 (470-476 mc); ERP 170 kw visual, 90.2 kw aural; antenna height above average terrain 875 ft., above ground 644 ft. Estimated construction cost $279,694, first year operating cost $206,316, revenue $218,400. Principals include President **John T. McKenna** (36%), Clayton, Mo., tax consultant and CPA; Vice President and Secretary **Carl G. McIntire** (46%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer **George Menos** (9%), from 1945 to 1952 sole proprietor of Mississippi Valley School of Aeronautics, St. Louis, and **Raymond W. Karst** (9%), general counsel for Economic Stabilization Agency, Washington. City priority status: Gr. B-1, No. 72.

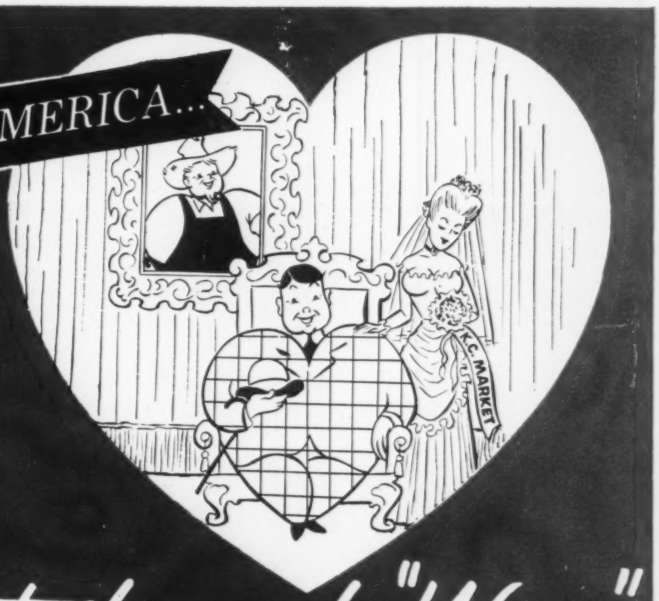
Milwaukee, Wis.—Cream City Bcstg. Co. (WMIL), uhf Ch. 31 (572-578 mc); ERP 14.57 kw visual, 7.88 kw aural; antenna height above average terrain 488 ft., above ground 461 ft. Estimated construction cost $170,314, first year operating cost $240,000, revenue $300,000. Principals include President **Gene Posner** (74.5%), Milwaukee (Wis.) attorney; Vice President **Ruth Posner** (wife of Gene Posner) (0.2%), partner and 50% owner of E & R Real Estate Account, Milwaukee, and Secretary-Treasurer **Jerome Sill** (25.3%), 19% owner of Lakehead Telecasters Inc., applicant for vhf Ch. 6 in Duluth, Minn. City priority status: Gr. B-4, No. 182.

AMENDED APPLICATIONS

West Palm Beach, Fla.—WIRK-TV Inc. (WIRK). Change to uhf Ch. 21 (512-518 mc), ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 225 ft., above ground 255 ft. [Change from vhf Ch. 12, ERP 27.5 kw visual, 13.8 kw aural; antenna height above average terrain 274 ft., above ground 297 ft. For application, see TV APPLICATIONS, B•T, May 26.]

Jackson, Miss.—Lamar Bcstg. Co. (WJDX). Change to vhf Ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 592 ft., above ground 499 ft. [Change from vhf Ch. 12, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 586 ft., above ground 443 ft. For application, see TV APPLICATIONS, B•T, July 7.]

IN THE HEART OF AMERICA...



It's The

KMBC
KFRM

Team and It's

Wholehearted and "Wise"

*"Market-Wise"...**

For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor – in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow – saw her through good times and bad – served her with the greatest in radio – was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" – large and small – begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

* This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or your nearest Free & Peters Colonel for the Kansas City Market Story. BE WISE—REALIZE...to sell the Whole Heart of America Wholeheartedly it's . . .

The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

NEW YORK
BOSTON

DETROIT
[illegible]

weed and company

RADIO STATION REPRESENTATIVES

SAN FRANCISCO
ATLANTA
HOLLYWOOD